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WAVE I

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Q1. HOW OFTEN DO YOU USE RECIPES FOR YOUR REGULAR FAMILY MEAL

BREAKFAST

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967 100.0	257 100.0	1690 100.0	590 100.0	1196 100.0	580 100.0	449 100.0	444 100.0	248 100.0	1050 100.0	903 100.0	966 100.0	497 100.0	906 100.0	384 100.0	763 100.0
NO ANSWER	79 4.0	10 3.9	67 4.0	3 0.5	31 2.6	50 8.6	15 3.6	8 1.8	15 6.0	53 5.0	25 2.8	28 2.9	11 2.2	19 2.1	20 5.2	21 2.8
BASE	1888 100.0	247 100.0	1623 100.0	587 100.0	1165 100.0	530 100.0	433 100.0	436 100.0	233 100.0	997 100.0	878 100.0	938 100.0	486 100.0	887 100.0	364 100.0	742 100.0
VERY OFTEN	35 1.9	2 0.8	32 2.0	7 1.2	21 1.8	13 2.5	6 1.4	12 2.8	2 0.9	19 1.9	16 1.8	18 1.9	6 1.2	15 1.7	12 3.3	14 1.9
FAIRLY OFTEN	100 5.3	12 4.9	88 5.4	30 5.1	67 5.8	26 4.9	18 4.2	29 6.7	19 8.2	47 4.7	53 6.0	56 6.0	25 5.1	46 5.2	18 4.9	30 4.0
SOMETIMES	568 30.1	80 32.4	483 29.8	156 26.6	360 30.9	155 29.2	109 25.2	144 33.0	66 28.3	293 29.4	272 31.0	274 29.2	152 31.3	273 30.8	98 26.9	214 28.8
HARDLY EVER	844 44.7	114 46.2	723 44.5	290 49.4	531 45.6	217 40.9	194 44.8	179 41.1	105 45.1	433 43.4	406 46.2	428 45.6	220 45.3	414 46.7	164 45.1	355 47.8
NEVER	341 18.1	39 15.8	297 18.3	104 17.7	186 16.0	119 22.5	106 24.5	72 16.5	41 17.6	205 20.6	131 14.9	162 17.3	83 17.1	139 15.7	72 19.8	129 17.4

Q1. HOW OFTEN DO YOU USE RECIPES FOR YOUR REGULAR FAMILY MEAL

LUNCH (NOON MEAL)

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	936	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	77	8	67	8	42	38	19	17	7	45	31	37	23	23	15	24
	3.9	3.1	4.0	1.4	3.5	6.6	4.2	3.8	2.8	4.3	3.4	3.9	4.6	2.5	3.9	3.1
BASE	1890	249	1623	582	1154	542	430	427	241	1005	872	919	474	883	369	739
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	43	4	38	7	20	21	9	9	5	24	19	18	7	13	10	13
	2.3	1.6	2.3	1.2	1.7	3.9	2.1	2.1	2.1	2.4	2.2	1.9	1.5	1.5	2.7	1.8
FAIRLY OFTEN	211	32	177	41	104	88	43	38	27	122	88	91	41	94	54	77
	11.2	12.9	10.9	7.0	9.0	16.2	10.0	8.9	11.2	12.1	10.1	9.8	8.6	10.6	14.6	10.4
SOMETIMES	758	119	635	215	433	226	166	172	101	410	341	342	171	366	155	281
	40.1	47.8	39.1	36.9	37.5	41.7	38.6	40.3	41.9	40.8	39.1	36.8	36.1	41.4	42.0	38.0
HARDLY EVER	616	65	543	226	442	133	141	140	86	297	317	330	171	273	99	270
	32.6	26.1	33.5	38.8	38.3	24.5	32.8	32.8	35.7	29.6	36.4	35.5	36.1	31.5	26.8	36.5
NEVER	252	29	230	93	155	74	71	68	22	152	107	148	84	132	51	98
	13.9	11.6	14.2	16.0	13.4	13.7	16.5	15.9	9.1	15.1	12.3	15.9	17.7	14.9	13.8	13.3

21. HOW OFTEN DO YOU USE RECIPES FOR YOUR REGULAR FAMILY MEAL

DINNER (EVENING MEAL)

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	32	3	28	4	15	16	6	8	4	19	12	15	11	13	9	11
	1.6	1.2	1.7	0.7	1.3	2.8	1.3	1.8	1.6	1.8	1.3	1.6	2.2	1.4	2.3	1.4
BASE	1935	254	1662	586	1180	564	443	436	244	1031	891	951	486	893	375	752
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	685	88	591	222	453	174	158	151	83	342	339	338	184	325	119	281
	35.4	34.6	35.6	37.9	38.4	30.9	35.7	34.6	34.0	33.2	38.0	35.5	37.9	36.4	31.7	37.4
FAIRLY OFTEN	819	99	711	244	495	249	180	197	113	448	365	398	200	367	156	324
	42.3	39.0	42.8	41.6	41.9	44.1	40.6	45.2	46.3	43.5	41.0	41.9	41.2	41.1	41.6	43.1
SOMETIMES	374	62	309	105	200	119	91	74	40	201	170	180	81	173	86	125
	19.3	24.4	18.6	17.9	16.9	21.1	20.5	17.0	16.4	19.5	19.1	18.9	16.7	19.4	22.9	16.6
HARDLY EVER	39	2	37	10	25	15	9	10	5	27	12	27	16	18	12	16
	2.0	0.8	2.2	1.7	2.1	2.7	2.0	2.3	2.5	2.6	1.3	2.8	3.3	2.0	3.2	2.1
NEVER	18	3	14	5	7	7	5	4	2	13	5	8	5	10	2	6
	0.9	1.2	0.8	0.9	0.6	1.2	1.1	0.9	0.8	1.3	0.6	0.8	1.0	1.1	0.5	0.8

Q1. HOW OFTEN DO YOU USE RECIPES FOR YOUR FOOD PREPARATION FOR ENTERTAINING--AT HOME

FORMAL SIT DOWN SERVING

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	101	7	92	16	42	59	16	19	12	70	30	46	16	26	35	28
	5.1	2.7	5.4	2.7	3.5	10.2	3.6	4.3	4.8	6.7	3.3	4.8	3.2	2.9	9.1	3.7
BASE	1866	250	1598	574	1154	521	433	425	236	980	873	920	481	880	349	735
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	804	88	707	292	538	184	193	192	103	413	386	403	215	437	126	342
	43.1	35.2	44.2	50.9	46.6	35.3	44.6	45.2	43.6	42.1	44.2	43.8	44.7	49.7	36.1	46.5
FAIRLY OFTEN	453	60	390	124	286	143	111	96	59	230	220	225	123	193	73	185
	24.3	24.0	24.4	21.6	24.8	27.4	25.6	22.6	25.0	23.5	25.2	24.5	25.6	21.9	20.9	25.2
SOMETIMES	382	62	316	98	222	114	82	85	49	207	173	187	91	163	76	141
	20.5	24.8	19.8	17.1	19.2	21.9	18.9	20.0	20.8	21.1	19.8	20.3	18.9	18.5	21.8	19.2
HARDLY EVER	149	26	121	40	70	56	34	33	15	86	61	63	34	64	44	48
	8.0	10.4	7.6	7.0	6.1	10.7	7.9	7.8	6.4	8.8	7.0	6.8	7.1	7.3	12.6	6.5
NEVER	78	14	64	20	38	24	13	19	10	44	33	42	18	23	30	19
	4.2	5.6	4.0	3.5	3.3	4.6	3.0	4.5	4.2	4.5	3.8	4.6	3.7	2.6	8.6	2.6

Q1. HOW OFTEN DO YOU USE RECIPES FOR YOUR FOOD PREPARATION FOR ENTERTAINING--AT HOME

CASUAL ENTERTAINING

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	33	5	27	3	14	18	6	8	2	22	10	14	7	8	8	11
	1.7	1.9	1.6	0.5	1.2	3.1	1.3	1.8	0.8	2.1	1.1	1.4	1.4	0.9	2.1	1.4
BASE	1934	252	1663	587	1182	562	443	436	246	1028	893	952	490	898	376	752
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	677	68	602	230	457	164	148	158	82	340	334	349	179	353	106	285
	35.0	27.0	36.2	39.2	38.7	29.2	33.4	36.2	33.3	33.1	37.4	36.7	36.5	39.3	28.2	37.9
FAIRLY OFTEN	735	100	625	217	432	233	170	158	99	416	312	354	183	319	148	285
	38.0	39.7	37.6	37.0	36.5	41.5	38.4	36.2	40.2	40.5	34.9	37.2	37.3	35.5	39.4	37.9
SOMETIMES	435	61	372	121	259	135	105	99	59	214	218	210	112	187	92	158
	22.5	24.2	22.4	20.6	21.9	24.0	23.7	22.7	24.0	20.8	24.4	22.1	22.9	20.8	24.5	21.0
HARDLY EVER	74	20	54	18	31	22	16	20	5	49	25	36	16	34	27	18
	3.8	7.9	3.2	3.1	2.6	3.9	3.6	4.6	2.0	4.8	2.8	3.8	3.3	3.8	7.2	2.4
NEVER	13	3	10	1	3	8	4	1	1	9	4	3	*	5	3	6
	0.7	1.2	0.6	0.2	0.3	1.4	0.9	0.2	0.4	0.9	0.4	0.3		0.6	0.8	0.8

Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

COOKBOOKS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	15	2	13	*	2	11	4	*	6	10	5	2	2	7	5	4
	0.8	0.8	0.8		0.2	1.9	0.9		1.6	1.0	0.6	0.2	0.4	0.8	1.3	0.5
BASE	1952	255	1677	590	1194	569	445	444	244	1040	898	964	495	899	379	759
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	1090	124	958	341	703	314	249	241	131	569	515	538	270	507	197	436
	55.8	48.6	57.1	57.8	58.9	55.2	56.0	54.3	53.7	54.7	57.3	55.8	54.5	56.4	52.0	57.4
FAIRLY OFTEN	595	90	496	172	338	172	134	132	75	320	270	288	155	275	112	240
	30.5	35.3	29.6	29.2	28.3	30.2	30.1	29.7	30.7	30.8	30.1	29.9	31.3	30.6	29.6	31.6
SOMETIMES	234	36	195	68	133	73	52	63	30	132	100	121	60	105	59	75
	12.0	14.1	11.6	11.5	11.1	12.8	11.7	14.2	12.3	12.7	11.1	12.6	12.1	11.7	15.6	9.9
HARDLY EVER	26	4	22	7	17	7	7	7	6	15	11	15	10	9	6	8
	1.3	1.6	1.3	1.2	1.4	1.2	1.6	1.6	2.5	1.4	1.2	1.6	2.0	1.0	1.6	1.1
NEVER	7	1	6	2	3	3	3	1	2	4	2	2	*	3	5	*
	0.4	0.4	0.4	0.3	0.3	0.5	0.7	0.2	0.8	0.4	0.2	0.2		0.3	1.3	

Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

COOKING SCHOOLS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	243	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	145	17	123	10	43	96	28	27	22	99	43	55	20	45	43	43
	7.4	6.6	7.3	1.7	3.6	16.6	6.2	6.1	8.9	9.4	4.8	5.7	4.0	5.0	11.2	5.6
BASE	1822	240	1567	580	1153	484	421	417	226	951	860	911	477	861	341	720
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	36	7	29	13	20	9	6	10	4	19	16	17	7	22	10	21
	2.0	2.9	1.9	2.2	1.7	1.9	1.4	2.4	1.8	2.0	1.9	1.9	1.5	2.6	2.9	2.9
FAIRLY OFTEN	53	6	45	15	37	12	10	16	9	28	25	28	11	33	3	32
	2.9	2.5	2.9	2.6	3.2	2.5	2.4	3.8	4.0	2.9	2.9	3.1	2.3	3.8	0.9	4.4
SOMETIMES	224	33	189	64	143	59	50	48	28	108	114	106	57	123	34	89
	12.3	13.7	12.1	11.0	12.1	12.2	11.9	11.5	12.4	11.4	13.3	11.6	11.9	14.3	10.0	12.4
HARDLY EVER	346	36	309	116	231	93	69	71	44	173	171	180	92	173	62	153
	19.0	15.0	19.7	20.0	20.0	19.2	16.4	17.0	19.5	18.2	19.9	19.8	19.3	20.1	18.2	21.2
NEVER	1163	158	995	372	725	311	286	272	141	623	534	580	310	510	232	425
	63.8	65.8	63.5	64.1	62.9	64.3	67.9	65.2	62.4	65.5	62.1	63.7	65.0	59.2	68.0	59.0

Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

GROCERY STORE PROMOTIONAL MATERIAL

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	138	14	122	11	49	92	24	24	23	95	41	51	20	49	38	43
	7.0	5.4	7.2	1.9	4.1	15.9	5.3	5.4	9.3	9.0	4.5	5.3	4.0	5.4	9.9	5.6
BASE	1829	243	1568	579	1147	488	425	420	225	955	862	915	477	857	346	720
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	15	4	10	1	3	7	5	1	3	10	3	3	1	3	9	2
	0.8	1.6	0.6	0.2	0.3	1.4	1.2	0.2	1.3	1.0	0.3	0.3	0.2	0.4	2.6	0.3
FAIRLY OFTEN	23	3	20	6	13	8	4	4	7	12	11	11	7	8	9	4
	1.3	1.2	1.3	1.0	1.1	1.6	0.9	1.0	3.1	1.3	1.3	1.2	1.5	0.9	2.6	0.6
SOMETIMES	291	40	250	88	170	94	80	69	30	151	140	146	73	110	63	82
	15.9	16.5	15.9	15.2	14.8	19.3	18.8	16.4	13.3	15.8	16.2	16.0	15.3	12.8	18.2	11.4
HARDLY EVER	771	103	662	242	494	198	169	173	95	398	368	399	214	377	139	298
	42.2	42.4	42.2	41.8	43.1	40.6	39.8	41.2	42.2	41.7	42.7	43.6	44.9	44.0	40.2	41.4
NEVER	729	93	626	242	467	181	167	173	90	384	340	356	182	359	126	334
	39.9	38.3	39.9	41.8	40.7	37.1	39.3	41.2	40.0	40.2	39.4	38.9	38.2	41.9	36.4	46.4

Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

MAGAZINE ARTICLES

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	243	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	21	5	16	4	6	10	5	6	3	16	5	9	4	7	8	5
	1.1	1.9	0.9	0.7	0.5	1.7	1.1	1.4	1.2	1.5	0.6	0.9	0.8	0.8	2.1	0.7
BASE	1946	252	1674	586	1190	570	444	438	245	1034	898	957	493	899	376	758
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	607	61	538	165	382	195	128	146	71	313	290	309	160	261	113	229
	31.2	24.2	32.1	28.2	32.1	34.2	28.8	33.3	29.0	30.3	32.3	32.3	32.5	29.0	30.1	30.2
FAIRLY OFTEN	718	88	622	212	428	225	168	147	94	381	330	349	177	346	143	281
	36.9	34.9	37.2	36.2	36.0	39.5	37.8	33.6	38.4	36.8	36.7	36.5	35.9	38.5	38.0	37.1
SOMETIMES	533	88	441	176	324	135	125	123	69	289	241	250	129	244	105	206
	27.4	34.9	26.3	30.0	27.2	23.7	28.2	28.1	28.2	27.9	26.8	26.1	26.2	27.1	27.9	27.2
HARDLY EVER	75	12	63	28	50	12	22	19	9	41	34	43	25	39	13	35
	3.9	4.8	3.8	4.8	4.2	2.1	5.0	4.3	3.7	4.0	3.8	4.5	5.1	4.3	3.5	4.6
NEVER	13	3	10	5	6	3	1	3	2	10	3	6	2	9	2	7
	0.7	1.2	0.6	0.9	0.5	0.5	0.2	0.7	0.8	1.0	0.3	0.6	0.4	1.0	0.5	0.9

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Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

MAGAZINE ADVERTISEMENTS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	67	12	53	3	19	41	14	9	14	53	13	21	8	23	17	18
	3.4	4.7	3.1	0.5	1.6	7.1	3.1	2.0	5.6	5.0	1.4	2.2	1.6	2.5	4.4	2.4
BASE	1900	245	1637	587	1177	539	435	435	234	997	890	945	489	883	367	745
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	118	10	106	26	64	51	24	29	17	63	54	59	24	38	35	31
	6.2	4.1	6.5	4.4	5.4	9.5	5.5	6.7	7.3	6.3	6.1	6.2	4.9	4.3	9.5	4.2
FAIRLY OFTEN	276	24	252	86	173	99	77	61	34	146	128	144	73	115	58	89
	14.5	9.8	15.4	14.7	14.7	18.4	17.7	14.0	14.5	14.6	14.4	15.2	14.9	13.0	15.8	11.9
SOMETIMES	780	84	686	248	473	227	162	169	97	409	365	406	203	311	165	279
	41.1	34.3	41.9	42.2	40.2	42.1	37.2	38.9	41.5	41.0	41.0	43.0	41.5	35.2	45.0	37.4
HARDLY EVER	504	88	412	159	330	116	111	127	61	257	245	229	129	289	78	228
	26.5	35.9	25.2	27.1	28.0	21.5	25.5	29.2	26.1	25.8	27.5	24.2	26.4	32.7	21.3	30.6
NEVER	222	39	181	68	137	46	61	49	25	122	98	107	60	130	31	118
	11.7	15.9	11.1	11.6	11.6	8.5	14.0	11.3	10.7	12.2	11.0	11.3	12.3	14.7	8.4	15.8

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Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

NEWSPAPER ARTICLES

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1957	257	1690	590	1196	550	449	444	243	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	59	8	49	4	14	38	9	12	10	42	15	21	9	19	15	15
	3.0	3.1	2.9	0.7	1.2	6.6	2.0	2.7	4.0	4.0	1.7	2.2	1.8	2.1	3.9	2.0
BASE	1908	249	1641	586	1182	542	440	432	238	1008	888	945	488	887	369	748
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	121	8	112	26	64	60	25	26	12	75	46	61	25	45	31	31
	6.3	3.2	6.8	4.4	5.4	11.1	5.7	6.0	5.0	7.4	5.2	6.5	5.1	5.1	8.4	4.1
FAIRLY OFTEN	364	42	319	86	225	125	88	73	41	207	155	176	79	180	76	138
	19.1	16.9	19.4	14.7	19.0	23.1	20.0	16.9	17.2	20.5	17.5	18.6	16.2	20.3	20.6	18.4
SOMETIMES	811	108	695	224	492	242	196	181	107	410	394	393	211	370	132	356
	42.5	43.4	42.4	38.2	41.6	44.6	44.5	41.9	45.0	40.7	44.4	41.5	43.2	41.7	35.8	47.6
HARDLY EVER	448	63	380	175	299	93	92	105	64	225	220	224	121	216	97	164
	23.5	25.3	23.2	29.9	25.3	17.2	20.9	24.3	26.9	22.3	24.8	23.7	24.8	24.4	26.3	21.9
NEVER	164	28	135	75	102	22	39	47	14	91	73	91	52	76	33	59
	8.6	11.2	8.2	12.8	8.6	4.1	8.9	10.9	5.9	9.0	8.2	9.6	10.7	8.6	8.9	7.9

Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

NEWSPAPER ADVERTISEMENTS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	108	12	94	8	35	72	21	18	19	80	27	39	14	37	33	27
	5.5	4.7	5.6	1.4	2.9	12.4	4.7	4.1	7.7	7.6	3.0	4.0	2.8	4.1	8.6	3.5
BASE	1859	245	1596	582	1161	508	428	426	229	970	876	927	483	869	351	736
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	41	3	37	5	20	21	4	9	7	21	19	21	7	12	13	11
	2.2	1.2	2.3	0.9	1.7	4.1	0.9	2.1	3.1	2.2	2.2	2.3	1.4	1.4	3.7	1.5
FAIRLY OFTEN	75	6	69	14	43	31	24	15	10	44	31	41	21	30	21	21
	4.0	2.4	4.3	2.4	3.7	6.1	5.6	3.5	4.4	4.5	3.5	4.4	4.3	3.5	6.0	2.9
SOMETIMES	400	50	346	115	239	135	101	89	44	208	188	200	90	157	90	123
	21.5	20.4	21.7	19.8	20.6	26.6	23.6	20.9	19.2	21.4	21.5	21.6	18.6	18.1	25.6	16.7
HARDLY EVER	755	96	654	237	489	198	162	164	102	388	364	365	204	348	125	319
	40.6	39.2	41.0	40.7	42.1	39.0	37.9	38.5	44.5	40.0	41.6	39.4	42.2	40.0	35.6	43.3
NEVER	588	90	490	211	370	123	137	149	66	309	274	300	161	322	102	262
	31.6	36.7	30.7	36.3	31.9	24.2	32.0	35.0	28.8	31.9	31.3	32.4	33.3	37.1	29.1	35.6

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Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

RECIPE CARD FILE PURCHASED AS A SET

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	243	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	97	13	81	5	26	64	18	14	16	70	24	33	13	31	28	26
	4.9	5.1	4.8	0.8	2.2	11.0	4.0	3.2	6.5	6.7	2.7	3.4	2.6	3.4	7.3	3.4
BASE	1870	244	1609	585	1170	516	431	430	232	980	879	933	484	875	356	737
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	50	6	43	19	24	18	15	7	9	26	22	29	8	16	19	9
	2.7	2.5	2.7	3.2	2.1	3.5	3.5	1.6	3.9	2.7	2.5	3.1	1.7	1.8	5.3	1.2
FAIRLY OFTEN	93	15	78	34	56	19	21	15	14	45	48	43	21	30	22	37
	5.0	6.1	4.8	5.8	4.8	3.7	4.9	3.5	6.0	4.6	5.5	4.6	4.3	3.4	6.2	5.0
SOMETIMES	184	23	161	55	114	54	45	55	26	95	89	98	51	75	35	58
	9.8	9.4	10.0	9.4	9.7	10.5	10.4	12.8	11.2	9.7	10.1	10.5	10.5	8.6	9.8	7.9
HARDLY EVER	241	26	212	73	150	71	49	60	27	114	125	125	61	93	49	82
	12.9	10.7	13.2	12.5	12.8	13.8	11.4	14.0	11.6	11.6	14.2	13.4	12.6	10.6	13.8	11.1
NEVER	1302	174	1115	404	826	354	301	293	156	700	595	638	343	661	231	551
	69.6	71.3	69.3	69.1	70.5	68.6	69.8	68.1	67.2	71.4	67.7	68.4	70.9	75.5	64.9	74.8

Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

RELATIVES/FRIENDS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	30	5	23	1	7	18	9	3	6	21	8	8	3	7	9	10
	1.5	1.9	1.4	0.2	0.6	3.1	2.0	0.7	2.4	2.0	0.9	0.8	0.6	0.8	2.3	1.3
BASE	1937	252	1667	589	1189	562	440	441	242	1029	895	958	494	899	375	753
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	445	20	421	145	281	153	95	96	52	247	194	232	116	201	91	165
	23.0	7.9	25.3	24.6	23.6	27.2	21.6	21.8	21.5	24.0	21.7	24.2	23.5	22.4	24.3	21.9
FAIRLY OFTEN	628	65	555	199	399	183	135	146	71	331	293	339	180	295	114	248
	32.4	25.8	33.3	33.8	33.6	32.6	30.7	33.1	29.3	32.2	32.7	35.4	36.4	33.1	30.4	32.9
SOMETIMES	680	117	558	199	414	182	164	149	91	349	329	311	159	313	124	263
	35.1	46.4	33.5	33.8	34.8	32.4	37.3	33.8	37.6	33.9	36.9	32.5	32.2	34.8	33.1	34.9
HARDLY EVER	160	43	116	43	87	35	38	44	26	88	69	68	37	75	40	65
	8.3	17.1	7.0	7.3	7.3	6.2	8.6	10.0	10.7	8.6	7.7	7.1	7.5	8.3	10.7	8.6
NEVER	24	7	17	3	8	9	8	6	2	14	10	8	2	12	6	12
	1.2	2.8	1.0	0.5	0.7	1.6	1.8	1.4	0.8	1.4	1.1	0.8	0.4	1.3	1.6	1.6

Q2. HOW OFTEN YOU GET YOUR RECIPES FROM .....

FROM PRODUCT PACKAGES OR CONTAINERS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	583	449	444	248	1050	903	956	497	906	334	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	68	8	58	4	19	42	11	11	13	50	17	19	7	23	14	23
	3.5	3.1	3.4	0.7	1.6	7.2	2.4	2.5	5.2	4.8	1.9	2.0	1.4	2.5	3.6	3.0
BASE	1899	249	1632	586	1177	538	438	433	235	1000	886	947	490	883	370	740
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY OFTEN	37	1	35	10	19	15	14	7	2	21	15	19	8	13	12	5
	1.9	0.4	2.1	1.7	1.6	2.8	3.2	1.6	0.9	2.1	1.7	2.0	1.6	1.5	3.2	0.7
FAIRLY OFTEN	170	16	154	62	101	51	42	26	27	87	82	96	50	67	36	61
	9.0	6.4	9.4	10.6	8.6	9.5	9.6	6.0	11.5	8.7	9.3	10.1	10.2	7.6	9.7	8.2
SOMETIMES	773	104	654	240	473	226	173	172	100	413	356	396	212	339	152	270
	40.7	41.8	40.7	41.0	40.2	42.0	39.5	39.7	42.5	41.3	40.2	41.8	43.3	38.4	41.1	36.5
HARDLY EVER	703	99	594	212	447	182	159	172	80	355	342	326	169	356	132	296
	37.0	39.8	36.4	36.2	38.0	33.8	36.3	39.7	34.0	35.5	38.6	34.4	34.5	40.3	35.7	40.0
NEVER	216	29	185	62	137	64	50	56	26	124	91	110	51	108	38	108
	11.4	11.6	11.3	10.6	11.5	11.9	11.4	12.9	11.1	12.4	10.3	11.6	10.4	12.2	10.3	14.6

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

PREPARATION TIME

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	21	1	19	2	7	12	5	4	5	15	5	7	3	9	8	4
	1.1	0.4	1.1	0.3	0.6	2.1	1.1	0.9	2.0	1.4	0.6	0.7	0.6	1.0	2.1	0.5
BASE	1946	256	1671	588	1189	568	444	440	243	1035	898	959	494	897	376	759
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	727	84	634	234	451	202	187	174	78	376	342	414	226	327	137	277
	37.4	32.8	37.9	39.8	37.9	35.6	42.1	39.5	32.1	36.3	38.1	43.2	45.7	36.5	36.4	36.5
SOMEWHAT IMPORTANT	819	108	704	267	517	227	172	179	105	435	381	411	206	404	154	331
	42.1	42.2	42.1	45.4	43.5	40.0	38.7	40.7	43.6	42.0	42.4	42.9	41.7	45.0	41.0	43.6
NOT VERY IMPORTANT	334	57	275	78	187	107	71	73	46	183	150	114	53	143	73	124
	17.2	22.3	16.5	13.3	15.7	18.8	16.0	16.6	18.9	17.7	16.7	11.9	10.7	15.9	19.4	16.3
NOT AT ALL IMPORTANT	66	7	58	9	34	32	14	14	13	41	25	20	9	23	12	27
	3.4	2.7	3.5	1.5	2.9	5.6	3.2	3.2	5.3	4.0	2.8	2.1	1.8	2.6	3.2	3.6

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

EASY TO FOLLOW DIRECTIONS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	13	1	12	*	4	9	1	2	4	11	2	5	3	5	4	2
	0.7	0.4	0.7		0.3	1.6	0.2	0.5	1.6	1.0	0.2	0.5	0.6	0.6	1.0	0.3
BASE	1954	256	1678	590	1192	571	448	442	244	1039	901	961	494	901	380	761
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	971	119	838	263	558	318	224	211	108	549	415	481	245	418	203	363
	49.7	46.5	49.9	44.6	46.8	55.7	50.0	47.7	44.3	52.8	46.1	50.1	49.6	46.4	53.4	47.7
SOMEWHAT IMPORTANT	663	90	567	221	422	168	145	153	97	337	320	335	180	322	106	270
	33.9	35.2	33.8	37.5	35.4	29.4	32.4	34.6	39.8	32.4	35.5	34.9	36.4	35.7	27.9	35.5
NOT VERY IMPORTANT	275	41	234	93	181	72	68	66	34	133	141	129	59	137	66	106
	14.1	16.0	13.9	15.8	15.2	12.6	15.2	14.9	13.9	12.8	15.6	13.4	11.9	15.2	17.4	13.9
NOT AT ALL IMPORTANT	45	6	39	13	31	13	11	12	5	20	25	16	10	24	5	22
	2.3	2.3	2.3	2.2	2.6	2.3	2.5	2.7	2.0	1.9	2.8	1.7	2.0	2.7	1.3	2.9

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

COST OF INGREDIENTS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	249	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	27	1	26	1	8	21	5	3	7	23	4	8	3	10	11	6
	1.4	0.4	1.5	0.2	0.7	3.6	1.1	0.7	2.8	2.2	0.4	0.8	0.6	1.1	2.9	0.8
BASE	1940	256	1664	589	1188	559	444	441	241	1027	899	958	494	896	373	757
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	354	31	318	122	209	109	79	70	45	170	179	189	89	134	99	81
	18.2	12.1	19.1	20.7	17.6	19.5	17.8	15.9	19.1	16.6	19.9	19.7	18.0	15.0	26.5	10.7
SOMEWHAT IMPORTANT	872	88	776	275	560	258	201	200	104	457	411	442	228	407	177	300
	44.9	34.4	46.6	46.7	47.1	46.2	45.3	45.4	43.2	44.5	45.7	46.1	46.2	45.4	47.5	39.6
NOT VERY IMPORTANT	526	100	421	140	307	144	121	134	64	297	225	245	129	270	77	263
	27.1	39.1	25.3	23.8	25.8	25.8	27.3	30.4	26.6	28.9	25.0	25.6	26.1	30.1	20.6	34.7
NOT AT ALL IMPORTANT	188	37	149	52	112	48	43	37	27	103	84	82	48	85	20	113
	9.7	14.5	9.0	8.8	9.4	8.6	9.7	8.4	11.2	10.0	9.3	8.6	9.7	9.5	5.4	14.9

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

READILY OBTAINABLE INGREDIENTS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1195	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	21	2	18	1	6	12	4	3	4	16	4	9	5	8	9	5
	1.1	0.8	1.1	0.2	0.5	2.1	0.9	0.7	1.6	1.5	0.4	0.9	1.0	0.9	2.3	0.7
BASE	1946	255	1672	589	1190	568	445	441	244	1034	899	957	492	898	375	758
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	1001	115	873	289	592	319	219	210	137	522	470	487	251	418	204	353
	51.4	45.1	52.2	49.1	49.7	56.2	49.2	47.6	56.1	50.5	52.3	50.9	51.0	46.5	54.4	46.6
SOMEWHAT IMPORTANT	736	96	636	240	471	196	172	176	81	404	329	372	197	374	141	295
	37.8	37.6	38.0	40.7	39.6	34.5	38.7	39.9	33.2	39.1	36.6	38.9	40.0	41.6	37.6	38.9
NOT VERY IMPORTANT	176	38	136	52	106	43	45	46	22	89	86	83	36	90	27	91
	9.0	14.9	8.1	8.8	8.9	7.6	10.3	10.4	9.0	8.6	9.6	8.7	7.3	10.0	7.2	12.0
NOT AT ALL IMPORTANT	33	6	27	8	21	10	8	9	4	19	14	15	8	16	3	19
	1.7	2.4	1.6	1.4	1.8	1.8	1.8	2.0	1.6	1.8	1.6	1.6	1.6	1.8	0.8	2.5

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

FRESH INGREDIENTS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	936	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	17	*	17	*	4	15	5	2	2	14	3	6	2	7	8	4
	0.9		1.0		0.3	2.6	1.1	0.5	0.8	1.3	0.3	0.6	0.4	0.8	2.1	0.5
BASE	1950	257	1673	590	1192	565	444	442	246	1036	900	960	495	899	376	759
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	1027	141	873	289	593	334	224	250	130	573	442	478	248	462	201	401
	52.7	54.9	52.2	49.0	49.7	59.1	50.5	56.6	52.8	55.3	49.1	49.8	50.1	51.4	53.5	52.8
SOMEWHAT IMPORTANT	697	87	603	229	451	173	163	136	88	346	350	357	180	326	128	278
	35.7	33.9	36.0	38.8	37.8	30.6	36.7	30.8	35.8	33.4	38.9	37.2	36.4	36.3	34.0	36.6
NOT VERY IMPORTANT	199	25	174	67	138	46	49	45	27	98	100	111	58	98	41	73
	10.2	9.7	10.4	11.4	11.6	8.1	11.0	10.2	11.0	9.5	11.1	11.6	11.7	10.9	10.9	9.6
NOT AT ALL IMPORTANT	27	4	23	5	10	12	8	11	1	19	8	14	9	13	6	7
	1.4	1.6	1.4	0.8	0.8	2.1	1.8	2.5	0.4	1.8	0.9	1.5	1.8	1.4	1.6	0.9

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

STEP BY STEP PHOTOGRAPHS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	34	1	31	*	5	27	4	3	8	30	3	8	3	8	13	7
	1.7	0.4	1.8		0.4	4.7	0.9	0.7	3.2	2.9	0.3	0.8	0.6	0.9	3.4	0.9
BASE	1933	256	1659	590	1191	553	445	441	243	1020	900	958	494	898	371	756
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	137	23	113	32	65	54	29	25	25	83	51	61	29	57	30	56
	7.1	9.0	6.8	5.4	5.5	9.8	6.5	5.7	10.4	8.1	5.7	6.4	5.9	6.3	8.1	7.4
SOMEWHAT IMPORTANT	381	55	325	110	235	114	74	90	43	192	188	137	101	165	78	141
	19.7	21.5	19.6	18.6	19.7	20.6	16.6	20.4	17.9	18.8	20.9	19.5	20.4	18.4	21.0	18.7
NOT VERY IMPORTANT	877	113	751	277	544	235	199	197	105	454	418	446	223	392	171	333
	45.4	44.1	45.3	46.9	45.7	42.5	44.7	44.7	43.8	44.5	46.4	46.6	45.1	43.7	46.1	44.0
NOT AT ALL IMPORTANT	538	65	470	171	347	150	143	129	67	291	243	264	141	234	92	226
	27.8	25.4	28.3	29.0	29.1	27.1	32.1	29.3	27.9	28.5	27.0	27.6	28.5	31.6	24.8	29.9

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

METRIC CONVERSION EQUIVALENTS GIVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	48	1	45	2	14	36	9	3	11	39	7	14	6	12	19	11
	2.4	0.4	2.7	0.3	1.2	6.2	2.0	0.7	4.4	3.7	0.8	1.4	1.2	1.3	4.9	1.4
BASE	1919	256	1645	588	1182	544	440	441	237	1011	896	952	491	894	365	752
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	198	19	176	51	119	72	43	52	23	109	86	105	50	74	42	83
	10.3	7.4	10.7	8.7	10.1	13.2	9.8	11.8	9.7	10.8	9.6	11.0	10.2	8.3	11.5	11.0
SOMEWHAT IMPORTANT	211	24	183	65	112	71	53	46	25	107	104	107	50	87	44	72
	11.0	9.4	11.1	11.1	9.5	13.1	12.0	10.4	11.0	10.6	11.6	11.2	10.2	9.7	12.1	9.6
NOT VERY IMPORTANT	572	79	491	196	386	122	139	122	71	286	284	317	161	269	105	213
	29.8	30.9	29.8	33.3	32.7	22.4	31.6	27.7	30.0	28.3	31.7	33.3	32.8	30.1	28.8	28.3
NOT AT ALL IMPORTANT	938	134	795	276	565	279	205	221	117	509	422	423	230	464	174	384
	48.9	52.3	48.3	46.9	47.8	51.3	46.6	50.1	49.4	50.3	47.1	44.4	46.8	51.9	47.7	51.1

[redacted] A[redacted]T [redacted]CR[redacted] PA[redacted]ST[redacted]P.O[redacted]18[redacted] [redacted]12[redacted]

83. HOW IMPORTANT ..... IS WHEN USING A RECIPE

CAN PREPARE WELL IN ADVANCE

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LESE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	16	1	15	*	1	14	1	4	3	14	2	1	1	3	7	2
	0.8	0.4	0.9		0.1	2.4	0.2	0.9	1.2	1.3	0.2	0.1	0.2	0.3	1.8	0.3
BASE	1951	256	1675	590	1195	566	448	440	245	1036	901	965	496	903	377	761
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	456	36	411	35	257	195	116	89	56	264	185	221	101	185	81	190
	23.4	14.1	24.5	14.4	21.5	34.5	25.9	20.2	22.0	25.5	20.5	22.9	20.4	20.5	21.5	25.0
SOMEWHAT IMPORTANT	901	99	793	286	572	262	207	200	125	460	437	455	238	422	165	347
	46.2	38.7	47.3	48.5	47.9	46.3	46.2	45.5	51.0	44.4	48.5	47.2	48.0	46.7	43.8	45.6
NOT VERY IMPORTANT	480	92	386	180	297	89	98	119	44	245	233	233	124	239	105	182
	24.6	35.9	23.0	30.5	24.9	15.7	21.9	27.0	18.0	23.6	25.9	24.1	25.0	26.5	27.9	23.9
NOT AT ALL IMPORTANT	114	29	85	39	69	20	27	32	22	67	46	56	33	57	26	42
	5.8	11.3	5.1	6.6	5.8	3.5	6.0	7.3	9.0	6.5	5.1	5.8	6.7	6.3	6.9	5.5

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

INTERESTING ENOUGH FOR ENTERTAINING

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1670	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	21	1	20	1	3	16	2	3	5	16	5	6	2	8	8	4
	1.1	0.4	1.2	0.2	0.3	2.8	0.4	0.7	2.0	1.5	0.6	0.6	0.4	0.9	2.1	0.5
BASE	1946	256	1670	589	1193	564	447	441	243	1034	898	960	495	898	376	759
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	1041	116	909	300	636	321	251	237	131	558	473	521	288	480	168	461
	53.5	45.3	54.4	50.9	53.3	56.9	56.2	53.7	53.9	54.0	52.7	54.3	58.2	53.5	44.7	60.7
SOMEWHAT IMPORTANT	751	119	628	250	464	193	156	168	95	381	367	359	170	362	159	259
	38.6	46.5	37.6	42.4	38.9	34.2	34.9	38.1	39.1	36.8	40.9	38.4	34.3	40.3	42.3	34.1
NOT VERY IMPORTANT	128	20	108	31	78	39	29	32	12	78	50	57	30	46	37	33
	6.6	7.8	6.5	5.3	6.5	6.9	6.5	7.3	4.9	7.5	5.6	5.9	6.1	5.1	9.8	4.3
NOT AT ALL IMPORTANT	26	1	25	8	15	11	11	4	5	17	8	13	7	10	12	6
	1.3	0.4	1.5	1.4	1.3	2.0	2.5	0.9	2.1	1.6	0.9	1.4	1.4	1.1	3.2	0.8

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

ADAPTIONS FOR MICROWAVE COOKING

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	72	6	63	1	9	59	13	9	16	64	5	17	4	23	31	14
	3.7	2.3	3.7	0.2	0.8	10.2	2.9	2.0	6.5	6.1	0.6	1.8	0.8	2.5	8.1	1.8
BASE	1895	251	1627	589	1187	521	436	435	232	986	898	949	493	883	353	749
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	220	29	189	61	135	68	38	62	29	106	112	127	76	78	24	97
	11.6	11.6	11.6	10.4	11.4	13.1	8.7	14.3	12.5	10.8	12.5	13.4	15.4	8.8	6.8	13.0
SOMEWHAT IMPORTANT	301	38	262	88	208	72	39	73	45	139	160	161	89	130	39	129
	15.9	15.1	16.1	14.9	17.5	13.8	8.9	16.8	19.4	14.1	17.8	17.0	18.1	14.7	11.0	17.2
NOT VERY IMPORTANT	259	42	213	92	165	58	42	65	28	130	129	129	66	119	44	120
	13.7	16.7	13.1	15.6	13.9	11.1	9.6	14.9	12.1	13.2	14.4	13.6	13.4	13.5	12.5	16.0
NOT AT ALL IMPORTANT	1115	142	963	348	679	323	317	235	130	611	497	532	262	556	246	403
	58.8	56.6	59.2	59.1	57.2	62.0	72.7	54.0	56.0	62.0	55.3	56.1	53.1	63.0	69.7	53.8

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

ONE DISH DINNERS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	334	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	28	2	26	3	7	20	4	4	5	21	5	11	4	7	12	3
	1.4	0.8	1.5	0.5	0.6	3.4	0.9	0.9	2.0	2.0	0.6	1.1	0.8	0.8	3.1	0.4
BASE	1939	255	1664	587	1189	560	445	440	243	1029	898	955	493	899	372	760
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	226	18	203	56	118	91	44	52	30	129	94	115	50	88	66	62
	11.7	7.1	12.2	9.5	9.9	16.2	9.9	11.8	12.3	12.5	10.5	12.0	10.1	9.8	17.7	8.2
SOMEWHAT IMPORTANT	603	75	525	180	346	208	127	148	68	340	261	300	156	263	133	204
	31.1	29.4	31.6	30.7	29.1	37.1	28.5	33.6	28.0	33.0	29.1	31.4	31.6	29.3	35.8	26.9
NOT VERY IMPORTANT	725	90	626	244	475	186	169	150	99	368	352	359	195	347	111	305
	37.4	35.3	37.6	41.6	39.9	33.2	38.0	34.1	40.7	35.8	39.2	37.6	39.6	38.6	29.8	40.1
NOT AT ALL IMPORTANT	385	72	310	107	250	75	105	90	46	192	191	181	92	201	62	189
	19.9	28.2	18.6	18.2	21.0	13.4	23.6	20.5	18.9	18.7	21.3	19.0	18.7	22.4	16.7	24.9

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

APPEALS TO ENTIRE FAMILY

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	28	3	24	4	6	18	2	4	5	25	1	8	3	11	11	2
	1.4	1.2	1.4	0.7	0.5	3.1	0.4	0.9	2.0	2.4	0.1	0.8	0.6	1.2	2.9	0.3
BASE	1939	254	1666	586	1190	562	447	440	243	1025	902	958	494	895	373	761
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	1020	98	912	278	608	358	235	221	134	504	509	486	245	379	202	355
	52.6	38.6	54.7	47.4	51.1	63.7	52.6	50.2	55.1	49.2	56.4	50.7	49.6	42.3	54.2	46.6
SOMEWHAT IMPORTANT	634	96	534	214	410	152	149	148	74	322	309	315	156	326	125	263
	32.7	37.8	32.1	36.5	34.5	27.0	33.3	33.6	30.5	31.4	34.3	32.9	31.6	36.4	33.5	34.6
NOT VERY IMPORTANT	177	34	140	61	113	30	36	44	23	109	68	105	67	116	20	96
	9.1	13.4	8.4	10.4	9.5	5.3	8.1	10.0	9.5	10.6	7.5	11.0	13.6	13.0	5.4	12.6
NOT AT ALL IMPORTANT	108	26	80	33	59	22	27	27	12	90	16	52	26	74	26	47
	5.6	10.2	4.8	5.6	5.0	3.9	6.0	6.1	4.9	8.8	1.8	5.4	5.3	8.3	7.0	6.2

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

ADAPTABLE FOR ONE OR TWO SERVINGS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	593	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	16	*	15	1	4	13	3	1	4	11	4	6	2	7	6	1
	0.8		0.9	0.2	0.3	2.2	0.7	0.2	1.6	1.0	0.4	0.6	0.4	0.8	1.6	0.1
BASE	1951	257	1675	589	1192	567	446	443	244	1039	899	960	495	899	378	762
	100.3	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	489	67	419	128	219	207	96	114	65	396	88	246	122	205	135	160
	25.1	26.1	25.0	21.7	18.4	36.5	21.5	25.7	26.6	38.1	9.8	25.6	24.6	22.8	35.7	21.0
SOMEWHAT IMPORTANT	662	110	545	233	381	189	154	154	80	395	262	333	180	314	149	231
	33.9	42.8	32.5	39.6	32.0	33.3	34.5	34.8	32.8	38.0	29.1	34.7	36.4	34.9	39.4	30.3
NOT VERY IMPORTANT	461	51	407	147	325	106	99	110	47	168	292	238	126	214	63	202
	23.6	19.8	24.3	25.0	27.3	18.7	22.2	24.8	19.3	16.2	32.5	24.8	25.5	23.8	16.7	26.5
NOT AT ALL IMPORTANT	339	29	304	81	267	65	97	65	52	80	257	143	67	166	31	169
	17.4	11.3	18.1	13.8	22.4	11.5	21.7	14.7	21.3	7.7	28.6	14.9	13.5	18.5	8.2	22.2

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

CHEMICAL ANALYSIS GIVEN--CALORIES,FAT,PROTEIN,ETC.

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	20	*	19	*	5	15	3	3	2	15	4	8	2	6	10	4
	1.0		1.1		0.4	2.6	0.7	0.7	0.8	1.4	0.4	0.8	0.4	0.7	2.6	0.5
BASE	1947	257	1671	590	1191	565	446	441	246	1035	899	958	495	900	374	759
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	409	40	365	109	238	158	100	84	45	246	161	214	97	167	88	145
	21.0	15.6	21.8	18.5	20.0	28.0	22.4	19.0	18.3	23.8	17.9	22.3	19.6	18.6	23.5	19.1
SOMEWHAT IMPORTANT	580	59	518	187	358	180	136	134	76	305	272	297	151	238	108	214
	29.8	23.0	31.0	31.7	30.1	31.9	30.5	30.4	30.9	29.5	30.3	31.0	30.5	26.4	28.9	28.2
NOT VERY IMPORTANT	556	85	463	190	344	124	118	131	67	283	270	269	146	235	107	216
	28.6	33.1	27.7	32.2	28.9	21.9	26.5	29.7	27.2	27.3	30.0	28.1	29.5	31.7	28.6	28.5
NOT AT ALL IMPORTANT	402	73	325	104	251	103	92	92	58	201	196	178	101	210	71	184
	20.6	28.4	19.4	17.6	21.1	18.2	20.6	20.9	23.6	19.4	21.8	18.6	20.4	23.3	19.0	24.2

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

ALTERNATE INGREDIENTS TO USE FOR SUBSTITUTION

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	41	4	36	2	9	28	5	6	4	30	9	13	6	14	17	8
	2.1	1.6	2.1	0.3	0.8	4.8	1.1	1.4	1.6	2.9	1.0	1.3	1.2	1.5	4.4	1.0
BASE	1926	253	1654	588	1187	552	444	438	244	1020	894	953	491	892	367	755
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	419	59	356	119	230	141	105	93	45	244	173	211	93	160	107	141
	21.8	23.3	21.5	20.2	19.4	25.5	23.6	21.2	18.4	23.9	19.4	22.1	18.9	17.9	29.2	18.7
SOMEWHAT IMPORTANT	828	112	708	275	510	213	183	189	113	444	379	426	212	386	162	295
	43.0	44.3	42.8	46.8	43.0	38.6	41.2	43.2	46.3	43.5	42.4	44.7	43.2	43.3	44.1	39.1
NOT VERY IMPORTANT	504	60	438	155	327	150	112	113	69	254	247	237	140	266	75	237
	26.2	23.7	26.5	26.4	27.5	27.2	25.2	25.8	28.3	24.9	27.6	24.9	28.5	29.8	20.4	31.4
NOT AT ALL IMPORTANT	175	22	152	39	120	48	44	43	17	78	95	79	46	80	23	82
	9.1	8.7	9.2	6.6	10.1	8.7	9.9	9.8	7.0	7.6	10.6	8.3	9.4	9.0	6.3	10.9

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

SERVING SUGGESTIONS TO USE WITH MAIN DISH

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	36	3	32	4	11	22	5	7	7	26	9	10	1	12	13	8
	1.8	1.2	1.9	0.7	0.9	3.8	1.1	1.6	2.8	2.5	1.0	1.0	0.2	1.3	3.4	1.0
BASE	1931	254	1658	586	1185	558	444	437	241	1024	894	956	496	894	371	755
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	496	59	432	145	298	155	118	121	56	279	215	257	129	212	97	177
	25.7	23.2	26.1	24.7	25.1	27.8	26.6	27.7	23.2	27.2	24.0	26.9	26.0	23.7	26.1	23.4
SOMEWHAT IMPORTANT	850	123	717	265	504	244	194	182	105	438	406	412	215	396	158	337
	44.0	48.4	43.2	45.2	42.5	43.7	43.7	41.6	43.6	42.8	45.4	43.1	43.3	44.3	42.6	44.6
NOT VERY IMPORTANT	434	48	383	140	290	115	95	100	54	223	210	219	121	218	84	173
	22.5	18.9	23.1	23.9	24.5	20.6	21.4	22.9	22.4	21.8	23.5	22.9	24.4	24.4	22.6	22.9
NOT AT ALL IMPORTANT	151	24	126	36	93	44	37	34	26	84	63	68	31	68	32	68
	7.8	9.4	7.6	6.1	7.8	7.9	8.3	7.8	10.8	8.2	7.0	7.1	6.3	7.6	8.6	9.0

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

NUTRITIONALLY HEALTHFUL

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	936	334	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	25	1	24	2	6	17	4	3	4	16	8	8	2	6	11	5
	1.3	0.4	1.4	0.3	0.5	2.9	0.9	0.7	1.6	1.5	0.9	0.8	0.4	0.7	2.9	0.7
BASE	1942	256	1666	588	1190	563	445	441	244	1034	895	958	495	900	373	758
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	983	94	881	305	616	320	226	232	117	504	472	493	243	448	197	361
	50.6	36.7	52.9	51.9	51.8	56.8	50.8	52.6	48.0	48.7	52.7	51.5	49.1	49.8	52.8	47.6
SOMEWHAT IMPORTANT	704	98	597	218	443	184	163	150	95	378	321	348	190	337	127	275
	36.3	38.3	35.8	37.1	37.2	32.7	36.6	34.0	38.9	36.6	35.9	36.3	38.4	37.4	34.0	36.3
NOT VERY IMPORTANT	183	44	136	48	102	38	42	42	18	134	79	83	39	78	31	88
	9.4	17.2	8.2	8.2	8.6	6.7	9.4	9.5	7.4	10.1	8.8	8.7	7.9	8.7	8.3	11.6
NOT AT ALL IMPORTANT	72	20	52	17	29	21	14	17	14	48	23	34	23	37	18	34
	3.7	7.8	3.1	2.9	2.4	3.7	3.1	3.9	5.7	4.6	2.6	3.5	4.6	4.1	4.8	4.5

Q3. HOW IMPORTANT ..... IS WHEN USING A RECIPE

GIVES TABLE SETTING SUGGESTIONS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	30	2	28	*	8	24	4	5	8	25	4	8	1	9	14	3
	1.5	0.8	1.7		0.7	4.1	0.9	1.1	3.2	2.4	0.4	0.8	0.2	1.0	3.6	0.4
BASE	1937	255	1662	590	1188	556	445	439	240	1025	899	958	496	897	370	760
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY IMPORTANT	187	22	161	42	100	71	31	46	30	112	73	87	42	72	35	65
	9.7	8.6	9.7	7.1	8.4	12.8	7.0	10.5	12.5	10.9	8.1	9.1	8.5	8.0	9.5	8.6
SOMEWHAT IMPORTANT	438	61	375	121	260	138	101	106	44	220	215	231	118	179	87	173
	22.6	23.9	22.6	20.5	21.9	24.8	22.7	24.1	18.3	21.5	23.9	24.1	23.8	20.0	23.5	22.8
NOT VERY IMPORTANT	697	96	592	224	422	194	165	153	85	363	331	332	176	328	121	253
	36.0	37.6	35.6	38.0	35.5	34.9	37.1	34.9	35.4	35.4	36.8	34.7	35.5	36.6	32.7	33.3
NOT AT ALL IMPORTANT	615	76	534	203	406	153	148	134	81	330	280	308	160	318	127	269
	31.8	29.8	32.1	34.4	34.2	27.5	33.3	30.5	33.7	32.2	31.1	32.2	32.3	35.5	34.3	35.4

Q4. OWNERSHIP/PURCHASE INTENTION

BLENDER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COLLEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALIFORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	25	2	22	7	10	10	9	4	2	15	10	13	4	9	8	5
	1.3	0.8	1.3	1.2	0.8	1.7	2.0	0.9	0.8	1.4	1.1	1.3	0.8	1.0	2.1	0.7
BASE	1942	255	1668	583	1186	570	440	440	246	1035	893	953	493	897	376	758
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	1848	243	1587	548	1145	537	419	418	237	959	875	902	479	845	340	733
	95.2	95.3	95.1	94.0	96.5	94.2	95.2	95.0	96.3	92.7	98.0	94.6	97.2	94.2	90.4	96.7
OBTAINED IN PAST 6 MOS.	54	6	48	22	31	15	12	15	9	30	24	30	12	22	15	20
	2.8	2.4	2.9	3.8	2.6	2.6	2.7	3.4	3.7	2.9	2.7	3.1	2.4	2.5	4.0	2.6
INTEND TO UPGRADE	91	9	80	36	60	22	14	30	14	42	48	47	20	38	25	28
	4.7	3.5	4.8	6.2	5.1	3.9	3.2	6.8	5.7	4.1	5.4	4.9	4.1	4.2	6.6	3.7
HOW OFTEN USED																
OFTEN	595	83	509	148	358	201	131	151	74	305	286	277	149	271	130	219
	30.6	32.5	30.5	25.4	29.5	35.3	29.8	34.3	30.1	29.5	32.0	29.1	30.2	30.2	34.6	28.9
SOMETIMES	742	90	645	239	479	192	165	173	91	380	356	384	194	339	124	298
	38.2	35.3	38.7	41.0	40.4	33.7	37.5	39.3	37.0	36.7	39.9	40.3	39.4	37.8	33.0	39.3
HARDLY EVER	259	33	224	104	153	48	55	54	40	138	121	135	81	142	28	124
	13.3	12.9	13.4	17.8	15.4	8.4	12.5	12.3	16.3	13.3	13.5	14.2	16.4	15.8	7.4	16.4
OWN,BUT NO ANSWER	252	37	209	57	133	96	68	40	32	136	112	106	55	93	58	92
	13.0	14.5	12.5	9.8	11.2	16.8	15.5	9.1	13.0	13.1	12.5	11.1	11.2	10.4	15.4	12.1
DO NOT OWN	94	12	81	35	41	33	21	22	9	76	18	51	14	52	36	25
	4.8	4.7	4.9	6.0	3.5	5.8	4.8	5.0	3.7	7.3	2.0	5.4	2.8	5.8	9.6	3.3
PURCHASE INTENT																
INTEND TO BUY	26	6	20	14	9	4	6	9	3	21	5	15	4	13	11	6
	1.3	2.4	1.2	2.4	0.8	0.7	1.4	2.0	1.2	2.0	0.6	1.6	0.8	1.4	2.9	0.8
MIGHT OR MIGHT NOT BUY	39	4	34	14	19	15	11	10	3	33	6	22	8	21	17	6
	2.0	1.6	2.0	2.4	1.6	2.6	2.5	2.3	1.2	3.2	0.7	2.3	1.6	2.3	4.5	0.8

[redacted]

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	29 1.5	2 0.8	27 1.6	7 1.2	13 1.1	14 2.5	4 0.9	3 0.7	3 1.2	22 2.1	7 0.8	14 1.5	2 0.4	18 2.0	8 2.1	13 1.7
INTEND TO BUY IN 6 MOS.	9 0.5	*	9 0.5	5 0.9	5 0.4	2 0.4	2 0.5	3 0.7	1 0.4	7 0.7	2 0.2	6 0.6	3 0.6	3 0.3	4 1.1	1 0.1

Q4. OWNERSHIP/PURCHASE INTENTION

CONVECTION OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COLLEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALIFORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1195	580	449	444	248	1050	903	956	497	906	394	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	272	28	241	49	144	121	62	61	42	152	116	124	64	108	55	101
	13.8	10.9	14.3	8.3	12.0	20.9	13.8	13.7	16.9	14.5	12.8	12.8	12.9	11.9	14.3	13.2
BASE	1695	229	1449	541	1052	459	387	383	206	898	787	842	433	798	329	662
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	505	56	443	178	327	128	102	118	64	252	252	261	131	200	103	202
	29.8	24.5	30.6	32.9	31.1	27.9	26.4	30.8	31.1	28.1	32.0	31.0	30.3	25.1	31.3	30.5
OBTAINED IN PAST 6 MOS.	32	2	29	11	23	8	8	12	4	17	15	19	9	16	5	10
	1.9	0.9	2.0	2.0	2.2	1.7	2.1	3.1	1.9	1.9	1.9	2.3	2.1	2.0	1.5	1.5
INTEND TO UPGRADE	25	3	22	7	14	10	5	5	4	13	12	12	5	5	4	14
	1.5	1.3	1.5	1.3	1.3	2.2	1.3	1.3	1.9	1.4	1.5	1.4	1.2	0.6	1.2	2.1
HOW OFTEN USED																
OFTEN	308	25	282	119	216	67	62	67	38	140	167	156	75	124	64	124
	18.2	10.9	19.5	22.0	20.5	14.6	16.0	17.5	18.4	15.6	21.2	18.5	17.3	15.5	19.5	18.7
SOMETIMES	58	13	43	20	29	12	9	20	8	39	19	34	20	24	12	23
	3.4	5.7	3.0	3.7	2.8	2.6	2.3	5.2	3.9	4.3	2.4	4.0	4.6	3.0	3.6	3.5
HARDLY EVER	15	3	12	6	11	2	3	4	4	7	8	7	3	8	2	7
	0.9	1.3	0.8	1.1	1.0	0.4	0.8	1.0	1.9	0.8	1.0	0.8	0.7	1.0	0.6	1.1
OWN,BUT NO ANSWER	124	15	106	33	71	47	28	27	14	66	58	54	33	44	25	48
	7.3	6.6	7.3	6.1	6.7	10.2	7.2	7.0	6.8	7.3	7.4	7.6	7.6	5.5	7.6	7.3
DO NOT OWN	1190	173	1006	363	725	331	285	265	142	646	535	581	302	598	226	460
	70.2	75.5	69.4	67.1	68.9	72.1	73.6	69.2	68.9	71.9	68.0	69.0	69.7	74.9	68.7	69.5
PURCHASE INTENT																
INTEND TO BUY	78	13	65	26	45	22	11	23	11	40	37	41	17	39	22	30
	4.6	5.7	4.5	4.8	4.3	4.8	2.8	6.0	5.3	4.5	4.7	4.9	3.9	4.9	6.7	4.5
MIGHT OR MIGHT NOT BUY	422	77	341	126	258	101	95	90	48	218	201	203	101	220	70	170
	24.9	33.6	23.5	23.3	24.5	22.0	24.5	23.5	23.3	24.3	25.5	24.1	23.3	27.6	21.3	25.7

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	691	83	601	211	423	208	179	152	83	388	298	338	184	340	134	261
	40.8	36.2	41.5	39.0	40.2	45.3	46.3	39.7	40.3	43.2	37.9	40.1	42.5	42.6	40.7	39.4
INTEND TO BUY IN 6 MOS.	19	4	15	3	11	5	1	9	3	9	10	8	4	9	3	9
	1.1	1.7	1.0	0.6	1.0	1.1	0.3	2.3	1.5	1.0	1.3	1.0	0.9	1.1	0.9	1.4

Q4. OWNERSHIP/PURCHASE INTENTION

FOOD PROCESSOR

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	91	9	80	11	30	49	26	17	14	59	31	38	14	36	34	20
	4.6	3.5	4.7	1.9	2.5	8.4	5.8	3.8	5.6	5.6	3.4	3.9	2.8	4.0	8.9	2.6
BASE	1876	248	1610	579	1166	531	423	427	234	991	872	928	483	870	350	743
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	867	120	738	232	556	258	188	206	117	430	432	392	211	415	106	438
	46.2	48.4	45.8	40.1	47.5	48.6	44.4	48.2	50.0	43.4	49.5	42.2	43.7	47.7	30.3	59.0
OBTAINED IN PAST 6 MOS.	141	18	122	42	92	37	32	31	15	64	77	73	32	66	23	66
	7.5	7.3	7.6	7.3	7.9	7.0	7.6	7.3	6.4	6.5	8.8	7.9	6.6	7.6	6.6	8.9
INTEND TO UPGRADE	40	8	32	16	25	5	6	13	1	18	22	20	7	19	7	22
	2.1	3.2	2.0	2.8	2.1	0.9	1.4	3.0	0.4	1.8	2.5	2.2	1.4	2.2	2.0	3.0
HOW OFTEN USED																
OFTEN	485	60	420	135	324	144	96	122	66	241	242	222	122	254	51	256
	25.9	24.2	26.1	23.3	27.8	27.1	22.7	28.6	28.2	24.3	27.8	23.9	25.3	29.2	14.6	34.5
SOMETIMES	201	34	165	54	127	50	45	45	32	93	108	88	47	85	29	104
	10.7	13.7	10.2	9.3	10.9	9.4	10.6	10.5	13.7	9.4	12.4	9.5	9.7	9.8	8.3	14.0
HARDLY EVER	31	5	26	10	21	7	8	10	4	19	11	18	8	14	4	10
	1.7	2.0	1.6	1.7	1.8	1.3	1.9	2.3	1.7	1.9	1.3	1.9	1.7	1.6	1.1	1.3
OWN,BUT NO ANSWER	150	21	127	33	82	57	39	29	15	77	71	64	34	62	22	68
	8.0	8.5	7.9	5.7	7.0	10.7	9.2	6.8	6.4	7.8	8.1	6.9	7.0	7.1	6.3	9.2
DO NOT OWN	1009	128	872	347	612	273	235	221	117	561	440	536	272	455	244	305
	53.8	51.6	54.2	59.9	52.5	51.4	55.6	51.8	50.0	56.6	50.5	57.8	56.3	52.3	69.7	41.0
PURCHASE INTENT																
INTEND TO BUY	333	50	281	146	219	63	73	73	37	176	153	186	99	162	69	115
	17.8	20.2	17.5	25.2	18.8	11.9	17.3	17.1	15.8	17.8	17.5	20.0	20.5	18.6	19.7	15.5
MIGHT OR MIGHT NOT BUY	490	54	431	156	297	137	116	109	50	275	212	258	133	224	127	133
	26.1	21.8	26.8	26.9	25.5	25.8	27.4	25.5	21.4	27.7	24.3	27.8	27.5	25.7	36.3	17.9

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	190	24	164	46	98	76	48	40	30	113	76	93	40	69	50	58
	10.1	9.7	10.2	7.9	8.4	14.3	11.3	9.4	12.8	11.4	8.7	10.0	8.3	7.9	14.3	7.8
INTEND TO BUY IN 6 MOS.	100	7	92	55	77	15	20	27	14	52	47	59	33	52	16	45
	5.3	2.8	5.7	9.5	6.6	2.8	4.7	6.3	6.0	5.2	5.4	6.4	6.8	6.0	4.6	6.1

94. OWNERSHIP/PURCHASE INTENTION

COFFEE GRINDER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	199	19	179	26	95	96	53	41	25	120	79	90	41	76	53	70
	10.1	7.4	10.6	4.4	7.9	16.6	11.8	9.2	10.1	11.4	8.7	9.3	8.2	8.4	13.8	9.2
BASE	1768	238	1511	564	1101	484	396	403	223	930	824	876	456	830	331	693
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	396	64	326	115	246	110	78	125	56	234	158	196	110	208	61	186
	22.4	26.9	21.6	20.4	22.3	22.7	19.7	31.0	25.1	25.2	19.2	22.4	24.1	25.1	18.4	26.8
OBTAINED IN PAST 6 MOS.	22	2	20	9	15	3	8	9	*	13	9	19	9	11	2	7
	1.2	0.8	1.3	1.6	1.4	0.6	2.0	2.2		1.4	1.1	2.2	2.0	1.3	0.6	1.0
INTEND TO UPGRADE	7	1	6	1	5	3	2	4	*	4	3	2	1	3	1	3
	0.4	0.4	0.4	0.2	0.5	0.6	0.5	1.0		0.4	0.4	0.2	0.2	0.4	0.3	0.4
HOW OFTEN USED																
OFTEN	125	19	106	54	83	25	23	45	16	74	51	73	41	74	16	57
	7.1	8.0	7.0	9.6	7.5	5.2	5.8	11.2	7.2	8.0	6.2	8.3	9.0	8.9	4.8	8.2
SOMETIMES	89	15	72	21	57	24	23	31	15	48	39	44	23	47	15	46
	5.0	6.3	4.8	3.7	5.2	5.0	5.8	7.7	6.7	5.2	4.7	5.0	5.0	5.7	4.5	6.6
HARDLY EVER	109	18	89	26	65	35	15	27	17	67	42	40	22	51	17	51
	6.2	7.6	5.9	4.6	5.9	7.2	4.0	6.7	7.6	7.2	5.1	4.6	4.8	6.1	5.1	7.4
OWN, BUT NO ANSWER	73	12	59	14	41	26	16	22	8	45	26	39	24	36	13	32
	4.1	5.0	3.9	2.5	3.7	5.4	4.0	5.5	3.6	4.8	3.2	4.5	5.3	4.3	3.9	4.6
DO NOT OWN	1372	174	1185	449	855	374	318	278	167	696	666	630	346	622	270	507
	77.6	73.1	78.4	79.6	77.7	77.3	80.3	69.0	74.9	74.8	80.8	77.6	75.9	74.9	81.6	73.2
PURCHASE INTENT																
INTEND TO BUY	90	10	79	48	60	11	30	23	9	44	45	57	28	49	24	26
	5.1	4.2	5.2	8.5	5.4	2.3	7.6	5.7	4.0	4.7	5.5	6.5	6.1	5.9	7.3	3.8
MIGHT OR MIGHT NOT BUY	289	48	240	107	183	56	52	69	33	143	143	152	72	144	65	115
	16.3	20.2	15.9	19.0	16.6	11.6	13.1	17.1	17.0	15.4	17.4	17.4	15.8	17.3	19.6	16.6

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	995	116	869	294	613	308	238	186	120	510	479	472	247	429	182	366
	56.3	48.7	57.5	52.1	55.7	63.6	60.1	46.2	53.8	54.8	58.1	53.9	54.2	51.7	55.0	52.8
INTEND TO BUY IN 6 MOS.	24	1	23	12	17	5	8	6	3	11	13	14	7	13	6	8
	1.4	0.4	1.5	2.1	1.5	1.0	2.0	1.5	1.3	1.2	1.6	1.6	1.5	1.6	1.8	1.2

Q4. OWNERSHIP/PURCHASE INTENTION

MICROWAVE OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COLLEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALIFORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	142	18	122	21	54	78	39	27	18	98	43	50	21	58	48	40
	7.2	7.0	7.2	3.6	4.5	13.4	8.7	6.1	7.3	9.3	4.8	5.2	4.2	6.4	12.5	5.2
BASE	1825	239	1568	569	1142	502	410	417	230	952	860	916	476	848	336	723
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	623	90	528	170	411	161	78	169	83	294	326	313	193	272	56	319
	34.1	37.7	33.7	29.9	36.0	32.1	19.0	40.5	36.1	30.9	37.9	34.2	40.5	32.1	16.7	44.1
OBTAINED IN PAST 6 MOS.	74	11	62	23	46	21	7	18	17	43	29	43	30	25	10	33
	4.1	4.6	4.0	4.0	4.0	4.2	1.7	4.3	7.4	4.5	3.4	4.7	6.3	2.9	3.0	4.6
INTEND TO UPGRADE	45	4	41	13	37	12	4	14	5	19	26	18	11	18	6	25
	2.5	1.7	2.6	2.3	3.2	2.4	1.0	3.4	2.2	2.0	3.0	2.0	2.3	2.1	1.8	3.5
HOW OFTEN USED																
OFTEN	435	56	375	119	298	109	50	122	57	202	231	229	144	183	33	219
	23.8	23.4	23.9	20.9	26.1	21.7	12.2	29.3	24.8	21.2	26.9	25.0	30.3	21.6	9.8	30.3
SOMETIMES	68	14	54	21	39	16	9	24	11	38	30	36	16	40	7	40
	3.7	5.9	3.4	3.7	3.4	3.2	2.2	5.8	4.8	4.0	3.5	3.9	3.4	4.7	2.1	5.5
HARDLY EVER	14	3	11	5	9	2	2	3	2	9	5	7	7	6	*	5
	0.8	1.3	0.7	0.9	0.8	0.4	0.5	0.7	0.9	0.9	0.6	0.8	1.5	0.7		0.7
OWN,BUT NO ANSWER	106	17	88	25	65	34	17	20	13	45	60	41	26	43	16	55
	5.8	7.1	5.6	4.4	5.7	6.8	4.1	4.8	5.7	4.7	7.0	4.5	5.5	5.1	4.8	7.6
DO NOT OWN	1202	149	1040	399	731	341	332	248	147	658	534	603	283	576	290	404
	65.9	62.3	66.3	70.1	64.0	67.9	81.0	59.5	63.9	69.1	62.1	65.8	59.5	67.9	83.3	55.9
PURCHASE INTENT																
INTEND TO BUY	269	45	223	115	183	36	53	70	30	136	132	160	79	129	52	110
	14.7	18.8	14.2	20.2	16.0	7.2	12.9	16.8	13.0	14.3	15.3	17.5	16.6	15.2	15.5	15.2
MIGHT OR MIGHT NOT BUY	457	54	399	151	293	127	118	83	60	238	217	219	103	229	96	155
	25.0	22.6	25.4	26.5	25.7	25.3	28.8	19.9	26.1	25.0	25.2	23.9	21.6	27.0	28.6	21.4

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	481 26.4	51 21.3	422 26.9	133 23.4	258 22.6	180 35.9	164 40.0	95 22.8	58 25.2	286 30.0	188 21.9	225 24.6	102 21.4	220 25.9	133 39.6	141 19.5
INTEND TO BUY IN 6 MOS.	76 4.2	10 4.2	66 4.2	28 4.9	56 4.9	11 2.2	18 4.4	17 4.1	8 3.5	35 3.7	41 4.8	42 4.6	23 4.8	29 3.4	7 2.1	28 3.9

Q4. OWNERSHIP/PURCHASE INTENTION

SEAL-A-MEAL

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	186	30	154	27	79	87	52	39	25	115	69	75	35	82	43	64
	9.5	11.7	9.1	4.6	6.6	15.0	11.6	8.8	10.1	11.0	7.6	7.8	7.0	9.1	11.2	8.4
BASE	1781	227	1536	563	1117	493	397	405	223	935	834	891	462	824	341	699
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	407	48	355	103	241	134	73	103	60	222	185	199	114	158	65	163
	22.9	21.1	23.1	18.3	21.6	27.2	18.4	25.4	26.9	23.7	22.2	22.3	24.7	19.2	19.1	23.3
OBTAINED IN PAST 6 MOS.	19	1	18	6	15	4	5	3	2	11	8	10	3	6	3	7
	1.1	0.4	1.2	1.1	1.3	0.8	1.3	0.7	0.9	1.2	1.0	1.1	0.6	0.7	0.9	1.0
INTEND TO UPGRADE	11	*	11	4	8	5	4	3	2	6	5	6	2	5	4	*
	0.6		0.7	0.7	0.7	1.0	1.0	0.7	0.9	0.6	0.6	0.7	0.4	0.6	1.2	
HOW OFTEN USED																
OFTEN	102	9	92	30	63	31	13	30	9	53	49	44	26	33	15	38
	5.7	4.0	6.0	5.3	5.6	6.3	3.3	7.4	4.0	5.7	5.9	4.9	5.6	4.0	4.4	5.4
SOMETIMES	150	17	132	39	92	50	28	35	26	83	67	75	45	63	24	57
	8.4	7.5	8.6	6.9	8.2	10.1	7.1	8.6	11.7	8.9	8.0	8.4	9.7	7.6	7.0	8.2
HARDLY EVER	95	13	81	26	59	25	19	29	14	43	52	54	28	41	15	45
	5.3	5.7	5.3	4.6	5.3	5.1	4.8	7.2	6.3	4.6	6.2	6.1	6.1	5.0	4.4	6.4
OWN,BUT NO ANSWER	60	9	50	8	27	28	13	9	11	43	17	26	15	21	11	23
	3.4	4.0	3.3	1.4	2.4	5.7	3.3	2.2	4.9	4.6	2.0	2.9	3.2	2.5	3.2	3.3
DO NOT OWN	1374	179	1181	460	876	359	324	302	163	713	649	692	348	666	276	536
	77.1	78.9	76.9	81.7	78.4	72.8	81.6	74.6	73.1	76.3	77.8	77.7	75.3	80.8	80.9	76.7
PURCHASE INTENT																
INTEND TO BUY	109	12	96	43	71	27	20	19	13	62	46	62	33	43	25	41
	6.1	5.3	6.3	7.6	6.4	5.5	5.0	4.7	5.8	6.6	5.5	7.0	7.1	5.2	7.3	5.9
MIGHT OR MIGHT NOT BUY	333	45	286	129	224	72	78	85	35	155	176	171	80	158	67	114
	18.7	19.8	18.6	22.9	20.1	14.6	19.6	21.0	15.7	16.6	21.1	19.2	17.3	19.2	19.6	16.3

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	936	122	803	290	583	262	227	198	116	499	428	460	235	466	186	382
	52.6	53.7	52.3	51.5	52.2	53.1	57.2	48.9	52.0	53.4	51.3	51.6	50.9	56.6	54.5	54.6
INTEND TO BUY IN 6 MOS.	37	6	31	15	21	9	7	5	5	23	14	18	9	14	8	14
	2.1	2.6	2.0	2.7	1.9	1.8	1.8	1.2	2.2	2.5	1.7	2.0	1.9	1.7	2.3	2.0

Q4. OWNERSHIP/PURCHASE INTENTION

YOGURT MAKER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1670	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	195	26	168	26	84	92	44	39	32	118	75	78	39	76	48	70
	9.9	10.1	9.9	4.4	7.0	15.9	9.8	8.8	12.9	11.2	8.3	8.1	7.8	8.4	12.5	9.2
BASE	1772	231	1522	564	1112	488	405	405	216	932	828	888	458	830	336	693
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	267	25	237	94	183	68	63	59	23	129	138	148	60	149	56	104
	15.1	10.8	15.6	16.7	16.5	13.9	15.6	17.0	10.6	13.8	16.7	16.7	13.1	18.0	16.7	15.0
OBTAINED IN PAST 6 MOS.	16	3	13	7	12	3	6	2	1	5	11	9	2	12	2	8
	0.9	1.3	0.9	1.2	1.1	0.6	1.5	0.5	0.5	0.5	1.3	1.0	0.4	1.4	0.6	1.2
INTEND TO UPGRADE	4	1	3	2	3	1	1	3	*	2	2	1	*	2	1	2
	0.2	0.4	0.2	0.4	0.3	0.2	0.2	0.7		0.2	0.2	0.1		0.2	0.3	0.3
HOW OFTEN USED																
OFTEN	49	5	44	19	29	19	11	12	6	28	21	23	6	26	17	14
	2.8	2.2	2.9	3.4	2.6	3.9	2.7	3.0	2.8	3.0	2.5	2.6	1.3	3.1	5.1	2.0
SOMETIMES	71	3	67	29	51	15	15	19	6	30	41	39	19	41	13	29
	4.0	1.3	4.4	5.1	4.6	3.1	3.7	4.7	2.8	3.2	5.0	4.4	4.1	4.9	3.9	4.2
HARDLY EVER	105	12	90	31	73	23	26	29	8	47	58	62	27	61	17	45
	5.9	5.2	5.9	5.5	6.6	4.7	6.4	7.2	3.7	5.0	7.0	7.0	5.9	7.3	5.1	6.5
OWN, BUT NO ANSWER	42	5	36	15	30	11	11	9	3	24	18	24	8	21	9	16
	2.4	2.2	2.4	2.7	2.7	2.3	2.7	2.2	1.4	2.6	2.2	2.7	1.7	2.5	2.7	2.3
DO NOT OWN	1505	206	1285	470	929	420	342	336	193	803	690	740	398	681	280	589
	84.9	89.2	84.4	83.3	83.5	86.1	84.4	83.0	89.4	86.2	83.3	83.3	86.9	82.0	83.3	85.0
PURCHASE INTENT																
INTEND TO BUY	55	10	45	18	30	13	17	15	4	29	26	24	9	21	14	17
	3.1	4.3	3.0	3.2	2.7	3.7	4.2	3.7	1.9	3.1	3.1	2.7	2.0	2.5	4.2	2.5
MIGHT OR MIGHT NOT BUY	211	34	176	84	133	32	49	42	27	105	103	109	56	112	49	70
	11.9	14.7	11.6	14.9	12.0	6.6	12.1	10.4	12.5	11.3	12.4	12.3	12.2	13.5	14.6	10.1

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	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	1240	162	1065	368	766	371	277	279	162	670	561	607	333	548	218	502
	70.0	70.1	70.0	65.2	68.9	76.0	68.4	68.9	75.0	71.9	67.8	68.4	72.7	66.0	64.9	72.4
INTEND TO BUY IN 6 MOS.	21	2	19	7	13	10	7	6	2	12	9	8	3	5	5	6
	1.2	0.9	1.2	1.2	1.2	2.0	1.7	1.5	0.9	1.3	1.1	0.9	0.7	0.6	1.5	0.9

Q4. OWNERSHIP/PURCHASE INTENTION

ELECTRIC SMOKER OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	244	30	211	40	116	113	66	52	40	149	93	103	46	131	56	85
	12.4	11.7	12.5	6.8	9.7	19.5	14.7	11.7	16.1	14.2	10.3	10.7	9.3	11.1	14.6	11.1
BASE	1723	227	1479	550	1080	467	383	392	208	901	810	863	451	805	328	678
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	124	28	94	32	80	43	9	34	12	70	53	42	25	48	26	58
	7.2	12.3	6.4	5.8	5.6	9.2	2.3	8.7	5.8	7.8	6.5	4.9	5.5	6.0	7.9	8.6
OBTAINED IN PAST 6 MOS.	7	3	4	3	3	*	1	4	*	6	1	3	2	3	*	3
	0.4	1.3	0.3	0.5	0.3		0.3	1.0		0.7	0.1	0.3	0.4	0.4		0.4
INTEND TO UPGRADE	3	1	2	1	2	1	1	2	*	2	1	*	*	1	1	1
	0.2	0.4	0.1	0.2	0.2	0.2	0.3	0.5		0.2	0.1			0.1	0.3	0.1
HOW OFTEN USED																
OFTEN	17	3	14	4	10	7	1	7	*	11	6	6	4	6	4	6
	1.0	1.3	0.9	0.7	0.9	1.5	0.3	1.8		1.2	0.7	0.7	0.9	0.7	1.2	0.9
SOMETIMES	41	12	29	11	19	11	3	10	6	21	20	14	6	18	8	21
	2.4	5.3	2.0	2.0	1.8	2.4	0.8	2.6	2.9	2.3	2.5	1.6	1.3	2.2	2.4	3.1
HARDLY EVER	26	5	21	9	16	6	1	8	*	15	11	10	8	11	2	14
	1.5	2.2	1.4	1.6	1.5	1.3	0.3	2.0		1.7	1.4	1.2	1.8	1.4	0.6	2.1
OWN,BUT NO ANSWER	40	8	30	8	15	19	4	9	6	23	16	12	7	13	12	17
	2.3	3.5	2.0	1.5	1.4	4.1	1.0	2.3	2.9	2.6	2.0	1.4	1.6	1.6	3.7	2.5
DO NOT OWN	1599	199	1385	518	1020	424	374	358	196	831	757	821	426	757	302	620
	92.8	87.7	93.6	94.2	94.4	90.8	97.7	91.3	94.2	92.2	93.5	95.1	94.5	94.0	92.1	91.4
PURCHASE INTENT																
INTEND TO BUY	57	9	48	19	37	15	17	11	2	25	31	29	17	26	10	19
	3.3	4.0	3.2	3.5	3.4	3.2	4.4	2.8	1.0	2.8	3.8	3.4	3.8	3.2	3.0	2.8
MIGHT OR MIGHT NOT BUY	244	38	205	91	155	45	41	53	29	116	127	138	66	117	58	101
	14.2	16.7	13.9	16.5	14.4	9.6	10.7	13.5	13.9	12.9	15.7	16.0	14.6	14.5	17.7	14.9

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			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	1300	152	1134	408	829	365	317	294	165	691	600	654	343	615	235	501
	75.4	67.0	76.7	74.2	76.8	78.2	82.8	75.0	79.3	76.7	74.1	75.8	76.1	76.4	71.6	73.9
INTEND TO BUY IN 6 MOS.	17	1	16	4	12	6	7	4	1	6	11	8	3	5	4	5
	1.0	0.4	1.1	0.7	1.1	1.3	1.8	1.0	0.5	0.7	1.4	0.9	0.7	0.6	1.2	0.7

Q4. OWNERSHIP/PURCHASE INTENTION

TOASTER OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	124	15	106	26	64	49	31	21	14	66	55	56	32	51	26	44
	6.3	5.8	6.3	4.4	5.4	8.4	6.9	4.7	5.6	6.3	6.1	5.8	6.4	5.6	6.8	5.8
BASE	1843	242	1584	564	1132	531	418	423	234	984	848	910	465	855	358	719
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	1033	135	884	312	603	333	256	219	147	579	447	492	249	489	209	422
	56.0	55.8	55.8	55.3	53.3	62.7	61.2	51.8	62.8	58.8	52.7	54.1	53.5	57.2	58.4	58.7
OBTAINED IN PAST 6 MOS.	40	5	33	15	19	11	11	8	6	24	16	19	10	20	12	14
	2.2	2.1	2.1	2.7	1.7	2.1	2.6	1.9	2.6	2.4	1.9	2.1	2.2	2.3	3.4	1.9
INTEND TO UPGRADE	55	6	49	23	36	17	13	16	7	29	26	27	14	23	11	27
	3.0	2.5	3.1	4.1	3.2	3.2	3.1	3.8	3.0	2.9	3.1	3.0	3.0	2.7	3.1	3.8
HOW OFTEN USED																
OFTEN	588	57	525	186	361	198	153	125	88	328	258	296	142	299	109	257
	31.9	23.6	33.1	33.0	31.9	37.3	36.6	29.6	37.6	33.3	30.4	32.5	30.5	35.0	30.4	35.7
SOMETIMES	152	28	121	43	84	38	28	39	24	84	66	62	37	53	27	53
	8.2	11.6	7.6	7.6	7.4	7.2	6.7	9.2	10.3	8.5	7.8	6.8	8.0	6.2	7.5	7.4
HARDLY EVER	108	17	90	47	77	16	18	28	5	50	58	56	34	57	19	46
	5.9	7.0	5.7	8.3	6.8	3.0	4.3	6.6	2.1	5.1	6.8	6.2	7.3	6.7	5.3	6.4
OWN-BUT NO ANSWER	185	33	148	36	81	81	57	27	30	117	65	78	36	80	54	66
	10.0	13.6	9.3	6.4	7.2	15.3	13.6	6.4	12.8	11.9	7.7	8.6	7.7	9.4	15.1	9.2
DO NOT OWN	810	107	700	252	529	198	162	204	87	405	401	418	216	366	149	297
	44.0	44.2	44.2	44.7	46.7	37.3	38.8	48.2	37.2	41.2	47.3	45.9	46.5	42.8	41.6	41.3
PURCHASE INTENT																
INTEND TO BUY	83	7	76	29	42	30	18	20	12	58	24	50	27	38	16	22
	4.5	2.9	4.8	5.1	3.7	5.6	4.3	4.7	5.1	5.9	2.8	5.5	5.8	4.4	4.5	3.1
MIGHT OR MIGHT NOT BUY	294	35	257	93	186	84	69	58	33	156	138	149	79	123	62	105
	16.0	14.5	16.2	16.5	16.4	15.8	16.5	13.7	12.8	15.9	16.3	16.4	17.0	14.4	17.3	14.5

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	434	65	368	130	301	85	75	127	45	192	239	220	111	206	71	170
	23.5	26.9	23.2	23.0	26.6	16.0	17.9	30.0	19.2	19.5	28.2	24.2	23.9	24.1	19.8	23.6
INTEND TO BUY IN 6 MOS.	21	2	19	7	10	7	8	4	3	16	5	12	6	8	2	8
	1.1	0.8	1.2	1.2	0.9	1.3	1.9	0.9	1.3	1.6	0.6	1.3	1.3	0.9	0.6	1.1

Q4. OWNERSHIP/PURCHASE INTENTION

SLOW COOKER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	107	16	90	20	48	48	34	18	15	63	42	46	23	48	20	44
	5.4	6.2	5.3	3.4	4.0	8.3	7.5	4.1	6.0	6.0	4.7	4.8	4.6	5.3	5.2	5.8
BASE	1860	241	1600	570	1148	532	415	426	233	987	861	920	474	858	364	719
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	1292	162	1118	413	805	366	257	301	157	674	610	647	345	572	253	478
	69.5	67.2	69.9	72.5	70.1	68.8	61.9	70.7	67.4	68.3	70.8	70.3	72.8	66.7	69.5	66.5
OBTAINED IN PAST 6 MOS.	26	2	24	11	17	7	7	5	3	16	10	14	7	13	7	9
	1.4	0.8	1.5	1.9	1.5	1.3	1.7	1.2	1.3	1.6	1.2	1.5	1.5	1.5	1.9	1.3
INTEND TO UPGRADE	14	3	11	3	9	3	4	4	1	3	11	7	2	5	4	3
	0.8	1.2	0.7	0.5	0.8	0.6	1.0	0.9	0.4	0.3	1.3	0.8	0.4	0.6	1.1	0.4
HOW OFTEN USED																
OFTEN	233	28	203	65	144	64	41	62	17	122	110	132	69	96	51	70
	12.5	11.6	12.7	11.4	12.5	12.0	9.9	14.6	7.3	12.4	12.8	14.3	14.6	11.2	14.0	9.7
SOMETIMES	498	67	428	163	317	134	95	124	58	248	250	252	134	215	96	175
	26.8	27.8	26.7	28.6	27.6	25.2	22.9	29.1	24.9	25.1	29.0	27.4	28.3	25.1	26.4	24.3
HARDLY EVER	341	39	301	132	227	79	63	86	50	181	158	168	97	168	49	156
	18.3	16.2	18.8	23.2	19.8	14.8	15.2	20.2	21.5	18.3	18.4	18.3	20.5	19.6	13.5	21.7
OWN,BUT NO ANSWER	220	28	186	53	117	89	58	29	32	123	92	95	45	93	57	77
	11.8	11.6	11.6	9.3	10.2	16.7	14.0	6.8	13.7	12.5	10.7	10.3	9.5	10.8	15.7	10.7
DO NOT OWN	568	79	482	157	343	166	158	125	76	313	251	273	129	236	111	241
	30.5	32.8	30.1	27.5	29.9	31.2	38.1	29.3	32.6	31.7	29.2	29.7	27.2	33.3	30.5	33.5
PURCHASE INTENT																
INTEND TO BUY	62	7	54	29	42	10	21	15	5	40	21	40	20	28	18	18
	3.3	2.9	3.4	5.1	3.7	1.9	5.1	3.5	2.1	4.1	2.4	4.3	4.2	3.3	4.9	2.5
MIGHT OR MIGHT NOT BUY	185	27	154	62	115	46	47	34	27	100	82	95	42	94	41	71
	9.9	11.2	9.6	10.9	10.0	8.6	11.3	8.0	11.6	10.1	9.5	10.3	8.9	11.0	11.3	9.9

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	322	45	275	66	186	111	91	76	44	174	148	138	67	164	53	152
	17.3	18.7	17.2	11.6	16.2	20.9	21.9	17.8	18.9	17.6	17.2	15.0	14.1	19.1	14.6	21.1
INTEND TO BUY IN 6 MOS.	14	*	14	5	12	3	4	4	1	9	5	9	4	7	2	7
	0.8		0.9	0.9	1.0	0.6	1.0	0.9	0.4	0.9	0.6	1.0	0.8	0.8	0.5	1.0

Q4. OWNERSHIP/PURCHASE INTENTION

WOK

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1195	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	140	19	118	15	51	75	33	21	20	88	50	56	26	48	39	43
	7.1	7.4	7.0	2.5	4.3	12.9	7.3	4.7	8.1	8.4	5.5	5.8	5.2	5.3	10.2	5.6
BASE	1827	238	1572	575	1145	505	416	423	228	962	853	910	471	858	345	720
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	845	118	719	287	553	203	175	232	107	468	374	443	240	438	128	388
	46.3	49.6	45.7	49.9	48.3	40.2	42.1	54.8	46.9	48.6	43.8	48.7	51.0	51.0	37.1	53.9
OBTAINED IN PAST 6 MOS.	38	2	35	16	20	12	8	14	1	20	18	25	9	15	7	13
	2.1	0.8	2.2	2.8	1.7	2.4	1.9	3.3	0.4	2.1	2.1	2.7	1.9	1.7	2.0	1.8
INTEND TO UPGRADE	15	1	14	8	11	2	2	5	2	10	5	9	7	8	2	6
	0.8	0.4	0.9	1.4	1.0	0.4	0.5	1.2	0.9	1.0	0.6	1.0	1.5	0.9	0.6	0.8
HOW OFTEN USED																
OFTEN	246	32	214	93	169	52	48	85	24	144	102	134	71	121	43	103
	13.5	13.4	13.6	16.2	14.8	10.3	11.5	20.1	10.5	15.0	12.0	14.7	15.1	14.1	12.5	14.3
SOMETIMES	292	42	247	102	197	62	62	74	35	153	139	154	84	157	47	137
	16.0	17.6	15.7	17.7	17.2	12.3	14.9	17.5	15.4	15.9	16.3	16.9	17.8	18.3	13.6	19.0
HARDLY EVER	160	17	141	51	103	43	29	47	29	83	77	86	49	84	13	88
	8.8	7.1	9.0	8.9	9.0	8.5	7.0	11.1	12.7	8.6	9.0	9.5	10.4	9.8	3.8	12.2
OWN,BUT NO ANSWER	147	27	117	41	84	46	36	26	19	88	56	69	36	76	25	60
	8.0	11.3	7.4	7.1	7.3	9.1	8.7	6.1	8.3	9.1	6.6	7.6	7.6	8.9	7.2	8.3
DO NOT OWN	982	120	853	288	592	302	241	191	121	494	479	467	231	420	217	332
	53.7	50.4	54.3	50.1	51.7	59.8	57.9	45.2	53.1	51.4	56.2	51.3	49.0	49.0	62.9	46.1
PURCHASE INTENT																
INTEND TO BUY	234	31	202	92	146	49	64	44	22	101	130	119	57	97	50	80
	12.8	13.0	12.8	16.0	12.8	9.7	15.4	10.4	9.6	10.5	15.2	13.1	12.1	11.3	14.5	11.1
MIGHT OR MIGHT NOT BUY	422	48	369	127	271	122	98	85	55	212	206	209	107	205	89	146
	23.1	20.2	23.5	22.1	23.7	24.2	23.6	20.1	24.1	22.0	24.2	23.0	22.7	23.9	25.8	20.3

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	328	41	284	70	175	132	81	62	44	183	143	140	68	119	79	106
	18.0	17.2	18.1	12.2	15.3	26.1	19.5	14.7	19.3	19.0	16.8	15.4	14.4	13.9	22.9	14.7
INTEND TO BUY IN 6 MOS.	63	10	53	25	40	12	16	15	5	27	36	26	13	31	12	29
	3.4	4.2	3.4	4.3	3.5	2.4	3.8	3.5	2.2	2.8	4.2	2.9	2.8	3.6	3.5	4.0

Q4. OWNERSHIP/PURCHASE INTENTION

ELECTRIC MIXER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1957	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	37	9	26	8	14	13	12	6	6	26	11	17	5	21	10	14
	1.9	3.5	1.5	1.4	1.2	2.2	2.7	1.4	2.4	2.5	1.2	1.8	1.0	2.3	2.6	1.8
BASE	1930	248	1664	582	1182	567	437	438	242	1024	892	949	492	885	374	749
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	1851	231	1605	542	1143	559	411	417	232	968	872	906	471	832	347	719
	95.9	93.1	96.5	93.1	96.7	98.6	94.1	95.2	95.9	94.5	97.8	95.5	95.7	94.0	92.8	96.0
OBTAINED IN PAST 6 MOS.	44	5	38	12	26	9	9	12	8	23	21	22	9	21	12	13
	2.3	2.0	2.3	2.1	2.2	1.6	2.1	2.7	3.3	2.2	2.4	2.3	1.8	2.4	3.2	1.7
INTEND TO UPGRADE	128	7	120	51	100	29	19	27	18	49	79	71	31	58	24	49
	6.6	2.8	7.2	8.8	8.5	5.1	4.3	6.2	7.4	4.8	8.9	7.5	6.3	6.6	6.4	6.5
HOW OFTEN USED																
OFTEN	1031	101	922	301	673	304	208	233	132	494	532	507	255	454	206	374
	53.4	40.7	55.4	51.7	56.7	53.6	47.6	53.2	54.5	48.2	59.6	53.4	51.8	51.3	55.1	49.9
SOMETIMES	447	75	359	155	282	105	109	120	52	258	187	235	138	227	60	207
	23.2	30.2	22.2	26.6	23.9	18.5	24.9	27.4	21.5	25.2	21.0	24.8	28.0	25.6	16.0	27.6
HARDLY EVER	53	10	43	13	27	20	12	14	3	38	15	24	10	22	11	20
	2.7	4.0	2.6	2.2	2.3	3.5	2.7	3.2	1.2	3.7	1.7	2.5	2.0	2.5	2.9	2.7
OWN,BUT NO ANSWER	320	45	271	73	164	130	82	50	45	178	138	140	68	129	70	118
	16.6	18.1	16.3	12.5	13.9	22.9	18.8	11.4	18.6	17.4	15.5	14.8	13.8	14.6	18.7	15.8
DO NOT OWN	79	17	59	40	39	8	26	21	10	56	20	43	21	53	27	30
	4.1	6.9	3.5	6.9	3.3	1.4	5.9	4.8	4.1	5.5	2.2	4.5	4.3	6.0	7.2	4.0
PURCHASE INTENT																
INTEND TO BUY	42	8	33	26	20	1	16	11	5	29	11	26	9	29	15	13
	2.2	3.2	2.0	4.5	1.7	0.2	3.7	2.5	2.1	2.8	1.2	2.7	1.8	3.3	4.0	1.7
MIGHT OR MIGHT NOT BUY	27	8	17	10	13	3	6	8	4	21	5	14	10	16	10	10
	1.4	3.2	1.0	1.7	1.1	0.5	1.4	1.8	1.7	2.1	0.6	1.5	2.0	1.8	2.7	1.3

Q4. OWNERSHIP/PURCHASE INTENTION

ELECTRIC MIXER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	37	9	26	8	14	13	12	6	6	26	11	17	5	21	10	14
	1.9	3.5	1.5	1.4	1.2	2.2	2.7	1.4	2.4	2.5	1.2	1.8	1.0	2.3	2.6	1.8
BASE	1930	248	1664	582	1182	567	437	438	242	1024	892	949	492	885	374	749
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OWN	1851	231	1605	542	1143	559	411	417	232	968	872	906	471	832	347	719
	95.9	93.1	96.5	93.1	96.7	98.6	94.1	95.2	95.9	94.5	97.8	95.5	95.7	94.0	92.8	96.0
OBTAINED IN PAST 6 MOS.	44	5	38	12	26	9	9	12	8	23	21	22	9	21	12	13
	2.3	2.0	2.3	2.1	2.2	1.6	2.1	2.7	3.3	2.2	2.4	2.3	1.8	2.4	3.2	1.7
INTEND TO UPGRADE	128	7	120	51	100	29	19	27	18	49	79	71	31	58	24	49
	6.6	2.8	7.2	8.8	8.5	5.1	4.3	6.2	7.4	4.8	8.9	7.5	6.3	6.6	6.4	6.5
HOW OFTEN USED																
OFTEN	1031	101	922	301	670	304	208	233	132	494	532	507	255	454	206	374
	53.4	40.7	55.4	51.7	56.7	53.6	47.6	53.2	54.5	48.2	59.6	53.4	51.8	51.3	55.1	49.9
SOMETIMES	447	75	369	155	282	105	109	120	52	258	187	235	138	227	60	207
	23.2	30.2	22.2	26.6	23.9	18.5	24.9	27.4	21.5	25.2	21.0	24.8	28.0	25.6	16.0	27.6
HARDLY EVER	53	10	43	13	27	20	12	14	3	38	15	24	10	22	11	20
	2.7	4.0	2.6	2.2	2.3	3.5	2.7	3.2	1.2	3.7	1.7	2.5	2.0	2.5	2.9	2.7
OWN,BUT NO ANSWER	320	45	271	73	164	130	82	50	45	178	138	140	68	129	70	118
	16.6	18.1	16.3	12.5	13.9	22.9	18.8	11.4	18.6	17.4	15.5	14.8	13.8	14.6	18.7	15.8
DO NOT OWN	79	17	59	40	39	8	26	21	10	56	20	43	21	53	27	30
	4.1	6.9	3.5	6.9	3.3	1.4	5.9	4.8	4.1	5.5	2.2	4.5	4.3	6.0	7.2	4.0
PURCHASE INTENT																
INTEND TO BUY	42	8	33	26	20	1	16	11	5	29	11	26	9	29	15	13
	2.2	3.2	2.0	4.5	1.7	0.2	3.7	2.5	2.1	2.8	1.2	2.7	1.8	3.3	4.0	1.7
MIGHT OR MIGHT NOT BUY	27	8	17	10	13	3	6	8	4	21	5	14	10	16	10	10
	1.4	3.2	1.0	1.7	1.1	0.5	1.4	1.8	1.7	2.1	0.6	1.5	2.0	1.8	2.7	1.3

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
NEVER INTEND TO BUY	10	1	9	4	6	4	4	2	1	6	4	3	2	8	2	7
	0.5	0.4	0.5	0.7	0.5	0.7	0.9	0.5	0.4	0.6	0.4	0.3	0.4	0.9	0.5	0.9
INTEND TO BUY IN 6 MOS.	14	2	12	10	6	*	6	4	2	12	2	11	4	8	4	6
	0.7	0.8	0.7	1.7	0.5		1.4	0.9	0.8	1.2	0.2	1.2	0.8	0.9	1.1	0.8

Q4. OWNERSHIP/PURCHASE INTENTION

BLENDER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	1848	243	1587	548	1145	537	419	418	237	959	875	902	479	845	340	733
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	54	6	48	22	31	15	12	15	9	30	24	30	12	22	15	20
	2.9	2.5	3.0	4.0	2.7	2.8	2.9	3.6	3.8	3.1	2.7	3.3	2.5	2.6	4.4	2.7
INTEND TO UPGRADE	91	9	80	36	60	22	14	30	14	42	48	47	20	38	25	28
	4.9	3.7	5.0	6.6	5.2	4.1	3.3	7.2	5.9	4.4	5.5	5.2	4.2	4.5	7.4	3.8
HOW OFTEN USED																
OFTEN	595	83	509	148	350	201	131	151	74	305	286	277	149	271	130	219
	32.2	34.2	32.1	27.0	30.6	37.4	31.3	36.1	31.2	31.8	32.7	30.7	31.1	32.1	38.2	29.9
SOMETIMES	742	90	645	239	479	192	165	173	91	380	356	384	194	339	124	298
	40.2	37.0	40.6	43.6	41.8	35.8	39.4	41.4	38.4	39.6	40.7	42.6	40.5	40.1	36.5	40.7
HARDLY EVER	259	33	224	104	183	48	55	54	40	138	121	135	81	142	28	124
	14.0	13.6	14.1	19.0	16.0	8.9	13.1	12.9	16.9	14.4	13.8	15.0	16.9	16.8	8.2	16.9
NO ANSWER	252	37	209	57	133	96	68	40	32	136	112	106	55	93	58	92
	13.6	15.2	13.2	10.4	11.6	17.9	16.2	9.6	13.5	14.2	12.8	11.8	11.5	11.0	17.1	12.6

Q4. OWNERSHIP/PURCHASE INTENTION

FOOD PROCESSOR

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	867	120	738	232	554	258	188	206	117	430	432	392	211	415	106	438
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	141	18	122	42	92	37	32	31	15	64	77	73	32	66	23	66
	16.3	15.0	16.5	18.1	16.6	14.3	17.0	15.0	12.8	14.9	17.8	18.6	15.2	15.9	21.7	15.1
INTEND TO UPGRADE	40	8	32	16	25	5	6	13	1	18	22	20	7	19	7	22
	4.6	6.7	4.3	6.9	4.5	1.9	3.2	6.3	0.9	4.2	5.1	5.1	3.3	4.6	6.6	5.0
HOW OFTEN USED																
OFTEN	485	60	420	135	324	144	96	122	66	241	242	222	122	254	51	256
	55.9	50.0	56.9	58.2	58.5	55.8	51.1	59.2	56.4	56.0	56.0	56.6	57.8	61.2	48.1	58.4
SOMETIMES	201	34	165	54	127	50	45	45	32	93	108	88	47	85	29	104
	23.2	28.3	22.4	23.3	22.9	19.4	23.9	21.8	27.4	21.6	25.0	22.4	22.3	20.5	27.4	23.7
HARDLY EVER	31	5	26	10	21	7	8	10	4	19	11	18	8	14	4	10
	3.6	4.2	3.5	4.3	3.8	2.7	4.3	4.9	3.4	4.4	2.5	4.6	3.8	3.4	3.8	2.3
NO ANSWER	150	21	127	33	82	57	39	29	15	77	71	54	34	52	22	68
	17.3	17.5	17.2	14.2	14.8	22.1	20.7	14.1	12.8	17.9	16.4	16.3	16.1	14.9	20.8	15.5

Q4. OWNERSHIP/PURCHASE INTENTION

COFFEE GRINDER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	396	64	326	115	246	110	78	125	56	234	158	196	110	208	61	186
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	22	2	20	9	15	3	8	9	*	13	9	19	9	11	2	7
	5.6	3.1	6.1	7.8	6.1	2.7	10.3	7.2		5.6	5.7	9.7	8.2	5.3	3.3	3.8
INTEND TO UPGRADE	7	1	6	1	5	3	2	4	*	4	3	2	1	3	1	3
	1.8	1.6	1.8	0.9	2.0	2.7	2.6	3.2		1.7	1.9	1.0	0.9	1.4	1.6	1.6
HOW OFTEN USED																
OFTEN	125	19	106	54	83	25	23	45	16	74	51	73	41	74	16	57
	31.6	29.7	32.5	47.0	33.7	22.7	29.5	36.0	28.6	31.6	32.3	37.2	37.3	35.6	26.2	30.6
SOMETIMES	89	15	72	21	57	24	23	31	15	48	39	44	23	47	15	46
	22.5	23.4	22.1	18.3	23.2	21.8	29.5	24.8	26.8	20.5	24.7	22.4	20.9	22.6	24.6	24.7
HARDLY EVER	109	18	89	26	65	35	16	27	17	67	42	40	22	51	17	51
	27.5	28.1	27.3	22.6	26.4	31.8	20.5	21.6	30.4	28.6	26.6	20.4	20.0	24.5	27.9	27.4
NO ANSWER	73	12	59	14	41	26	16	22	8	45	26	39	24	36	13	32
	18.4	18.8	18.1	12.2	16.7	23.6	20.5	17.6	14.3	19.2	16.5	19.9	21.8	17.3	21.3	17.2

Q4. OWNERSHIP/PURCHASE INTENTION

MICROWAVE OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	623	90	528	170	411	161	78	169	83	294	326	313	193	272	56	319
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	74	11	62	23	46	21	7	18	17	43	29	43	30	25	10	33
	11.9	12.2	11.7	13.5	11.2	13.0	9.0	10.7	20.5	14.6	8.9	13.7	15.5	9.2	17.9	10.3
INTEND TO UPGRADE	45	4	41	13	37	12	4	14	5	19	26	18	11	18	6	25
	7.2	4.4	7.8	7.6	9.0	7.5	5.1	8.3	6.0	6.5	8.0	5.8	5.7	6.6	10.7	7.8
HOW OFTEN USED																
OFTEN	435	56	375	119	298	109	50	122	57	202	231	229	144	183	33	219
	69.8	62.2	71.0	70.0	72.5	67.7	64.1	72.2	68.7	68.7	70.9	73.2	74.6	67.3	58.9	68.7
SOMETIMES	68	14	54	21	39	16	9	24	11	38	30	36	16	40	7	40
	10.9	15.6	10.2	12.4	9.5	9.9	11.5	14.2	13.3	12.9	9.2	11.5	8.3	14.7	12.5	12.5
HARDLY EVER	14	3	11	5	9	2	2	3	2	9	5	7	7	6	*	5
	2.2	3.3	2.1	2.9	2.2	1.2	2.6	1.8	2.4	3.1	1.5	2.2	3.6	2.2		1.6
NO ANSWER	106	17	88	25	65	34	17	20	13	45	60	41	26	43	16	55
	17.0	18.9	16.7	14.7	15.8	21.1	21.8	11.8	15.7	15.3	18.4	13.1	13.5	15.8	28.6	17.2

Q4. OWNERSHIP/PURCHASE INTENTION

SEAL-A-MEAL

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	497 100.0	48 100.0	355 100.0	103 100.0	241 100.0	134 100.0	73 100.0	103 100.0	60 100.0	222 100.0	185 100.0	199 100.0	114 100.0	158 100.0	65 100.0	163 100.0
OBTAINED IN PAST 6 MOS.	19 4.7	1 2.1	18 5.1	6 5.8	15 6.2	4 3.0	5 6.8	3 2.9	2 3.3	11 5.0	8 4.3	10 5.0	3 2.6	6 3.8	3 4.6	7 4.3
INTEND TO UPGRADE	11 2.7	*	11 3.1	4 3.9	8 3.3	5 3.7	4 5.5	3 2.9	2 3.3	6 2.7	5 2.7	6 3.0	2 1.8	5 3.2	4 6.2	*
HOW OFTEN USED																
OFTEN	102 25.1	9 18.8	92 25.9	30 29.1	63 26.1	31 23.1	13 17.8	30 29.1	9 15.0	53 23.9	49 26.5	44 22.1	26 22.8	33 20.9	15 23.1	38 23.3
SOMETIMES	150 36.9	17 35.4	132 37.2	39 37.9	92 38.2	50 37.3	28 38.4	35 34.0	26 43.3	83 37.4	67 36.2	75 37.7	45 39.5	63 39.9	24 36.9	57 35.0
HARDLY EVER	95 23.3	13 27.1	81 22.8	26 25.2	59 24.5	25 18.7	19 26.0	29 28.2	14 23.3	43 19.4	52 28.1	54 27.1	28 24.6	41 25.9	15 23.1	45 27.6
NO ANSWER	60 14.7	9 18.8	50 14.1	8 7.8	27 11.2	28 20.9	13 17.8	9 8.7	11 18.3	43 19.4	17 9.2	26 13.1	15 13.2	21 13.3	11 16.9	23 14.1

Q4. OWNERSHIP/PURCHASE INTENTION

YOGURT MAKER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	267	25	237	94	183	68	63	69	23	129	138	148	60	149	56	104
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	16	3	13	7	12	3	6	2	1	5	11	9	2	12	2	8
	6.0	12.0	5.5	7.4	6.6	4.4	9.5	2.9	4.3	3.9	8.0	6.1	3.3	8.1	3.6	7.7
INTEND TO UPGRADE	4	1	3	2	3	1	1	3	*	2	2	1	*	2	1	2
	1.5	4.0	1.3	2.1	1.6	1.5	1.6	4.3		1.6	1.4	0.7		1.3	1.8	1.9
HOW OFTEN USED																
OFTEN	49	5	44	19	29	19	11	12	6	28	21	23	6	26	17	14
	18.4	20.0	18.6	20.2	15.8	27.9	17.5	17.4	26.1	21.7	15.2	15.5	10.0	17.4	30.4	13.5
SOMETIMES	71	3	67	29	51	15	15	19	6	30	41	39	19	41	13	29
	26.6	12.0	28.3	30.9	27.9	22.1	23.8	27.5	26.1	23.3	29.7	26.4	31.7	27.5	23.2	27.9
HARDLY EVER	105	12	90	31	73	23	26	29	8	47	58	62	27	61	17	45
	39.3	48.0	38.0	33.0	39.9	33.8	41.3	42.0	34.8	36.4	42.0	41.9	45.0	40.9	30.4	43.3
NO ANSWER	42	5	36	15	30	11	11	9	3	24	18	24	8	21	9	16
	15.7	20.0	15.2	16.0	16.4	16.2	17.5	13.0	13.0	18.6	13.0	16.2	13.3	14.1	16.1	15.4

Q6. OWNERSHIP/PURCHASE INTENTION

ELECTRIC SMOKER OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	124 100.0	28 100.0	94 100.0	32 100.0	60 100.0	43 100.0	9 100.0	34 100.0	12 100.0	70 100.0	53 100.0	42 100.0	25 100.0	48 100.0	26 100.0	58 100.0
OBTAINED IN PAST 6 MOS.	7 5.6	3 10.7	4 4.3	3 9.4	3 5.0	*	1 11.1	4 11.8	*	6 8.6	1 1.9	3 7.1	2 8.0	3 6.3	*	3 5.2
INTEND TO UPGRADE	3 2.4	1 3.6	2 2.1	1 3.1	2 3.3	1 2.3	1 11.1	2 5.9	*	2 2.9	1 1.9	*	*	1 2.1	1 3.8	1 1.7
HOW OFTEN USED																
OFTEN	17 13.7	3 10.7	14 14.9	4 12.5	10 16.7	7 16.3	1 11.1	7 20.6	*	11 15.7	6 11.3	6 14.3	4 16.0	6 12.5	4 15.4	6 10.3
SOMETIMES	41 33.1	12 42.9	29 30.9	11 34.4	19 31.7	11 25.6	3 33.3	10 29.4	6 50.0	21 30.0	20 37.7	14 33.3	6 24.0	18 37.5	8 30.8	21 36.2
HARDLY EVER	26 21.0	5 17.9	21 22.3	9 28.1	16 26.7	6 14.0	1 11.1	8 23.5	*	15 21.4	11 20.8	10 23.8	8 32.0	11 22.9	2 7.7	14 24.1
NO ANSWER	40 32.3	8 28.6	30 31.9	8 25.0	15 25.0	19 44.2	4 44.4	9 26.5	6 50.0	23 32.9	16 30.2	12 28.6	7 28.0	13 27.1	12 46.2	17 29.3

Q4. OWNERSHIP/PURCHASE INTENTION

TOASTER OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	1033	135	884	312	603	333	256	219	147	579	447	492	249	489	209	422
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	40	5	33	15	19	11	11	8	6	24	16	19	10	20	12	14
	3.9	3.7	3.7	4.8	3.2	3.3	4.3	3.7	4.1	4.1	3.6	3.9	4.0	4.1	5.7	3.3
INTEND TO UPGRADE	55	6	49	23	36	17	13	16	7	29	26	27	14	23	11	27
	5.3	4.4	5.5	7.4	6.0	5.1	5.1	7.3	4.8	5.0	5.8	5.5	5.6	4.7	5.3	6.4
HOW OFTEN USED																
OFTEN	588	57	525	186	361	198	153	125	83	328	258	296	142	299	109	257
	56.9	42.2	59.4	59.6	59.9	59.5	59.8	57.1	59.9	56.6	57.7	60.2	57.0	61.1	52.2	60.9
SOMETIMES	152	28	121	43	84	38	28	39	24	84	66	62	37	53	27	53
	14.7	20.7	13.7	13.8	13.9	11.4	10.9	17.8	16.3	14.5	14.8	12.6	14.9	10.8	12.9	12.6
HARDLY EVER	108	17	90	47	77	16	18	28	5	50	58	56	34	57	19	46
	10.5	12.6	10.2	15.1	12.8	4.8	7.0	12.8	3.4	8.6	13.0	11.4	13.7	11.7	9.1	10.9
NO ANSWER	185	33	148	36	81	81	57	27	30	117	65	78	36	80	54	66
	17.9	24.4	16.7	11.5	13.4	24.3	22.3	12.3	20.4	20.2	14.5	15.9	14.5	16.4	25.8	15.6

[redacted]

Q4. OWNERSHIP/PURCHASE INTENTION

SLOW COOKER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	1292	162	1118	413	805	366	257	301	157	674	610	647	345	572	253	479
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	26	2	24	11	17	7	7	5	3	16	10	14	7	13	7	9
	2.0	1.2	2.1	2.7	2.1	1.9	2.7	1.7	1.9	2.4	1.6	2.2	2.0	2.3	2.8	1.9
INTEND TO UPGRADE	14	3	11	3	9	3	4	4	1	3	11	7	2	5	4	3
	1.1	1.9	1.0	0.7	1.1	0.8	1.6	1.3	0.6	0.4	1.8	1.1	0.6	0.9	1.6	0.6
HOW OFTEN USED																
OFTEN	233	28	203	65	144	64	41	62	17	122	110	132	69	96	51	79
	18.0	17.3	18.2	15.7	17.9	17.5	16.0	20.6	10.8	18.1	18.0	20.4	20.0	16.8	20.2	14.6
SOMETIMES	498	67	428	163	317	134	95	124	58	248	250	252	134	215	96	175
	38.5	41.4	38.3	39.5	39.4	36.6	37.0	41.2	36.9	36.8	41.0	38.9	38.8	37.6	37.9	36.6
HARDLY EVER	341	39	301	132	227	79	63	86	50	181	158	158	97	168	49	156
	26.4	24.1	26.9	32.0	28.2	21.6	24.5	28.6	31.8	26.9	25.9	26.0	28.1	29.4	19.4	32.5
NO ANSWER	220	28	186	53	117	89	58	29	32	123	92	95	45	93	57	77
	17.0	17.3	16.6	12.8	14.5	24.3	22.6	9.6	20.4	18.2	15.1	14.7	13.0	16.3	22.5	16.1

Q4. OWNERSHIP/PURCHASE INTENTION

WOK

	TOTAL	MALE	FEMALE TOTAL	FEMALE 18-34	FEMALE 25-54	FEMALE 50+	AREA NORTH EAST	AREA CALI-FORNIA	AREA SOUTH EAST	HOUSEHOLD SIZE 2 OR LESS	HOUSEHOLD SIZE 3 OR MORE	FEMALE-EMP. TOTAL	FEMALE-EMP. FULL TIME/ 20,000	COL-LESE GRAD OR BETTER	INCOME 20,000 OR LESS	INCOME 35,000 OR MORE
TOTAL OWNERS	845	118	719	287	553	203	175	232	107	468	374	443	240	433	128	388
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	38	2	35	16	20	12	8	14	1	20	18	25	9	15	7	13
	4.5	1.7	4.9	5.6	3.6	5.9	4.6	6.0	0.9	4.3	4.8	5.6	3.7	3.4	5.5	3.4
INTEND TO UPGRADE	15	1	14	8	11	2	2	5	2	10	5	9	7	8	2	6
	1.8	0.8	1.9	2.8	2.0	1.0	1.1	2.2	1.9	2.1	1.3	2.0	2.9	1.8	1.6	1.5
HOW OFTEN USED																
OFTEN	246	32	214	93	169	52	48	85	24	144	102	134	71	121	43	103
	29.1	27.1	29.8	32.4	30.6	25.6	27.4	36.6	22.4	30.8	27.3	30.2	29.6	27.6	33.6	26.5
SOMETIMES	292	42	247	102	197	62	62	74	35	153	139	154	84	157	47	137
	34.6	35.6	34.4	35.5	35.6	30.5	35.4	31.9	32.7	32.7	37.2	34.8	35.0	35.8	36.7	35.3
HARDLY EVER	160	17	141	51	103	43	29	47	29	83	77	86	49	84	13	88
	18.9	14.4	19.6	17.8	18.6	21.2	16.6	20.3	27.1	17.7	20.6	19.4	20.4	19.2	10.2	22.7
NO ANSWER	147	27	117	41	84	46	36	26	19	88	56	69	36	76	25	60
	17.4	22.9	16.3	14.3	15.2	22.7	20.6	11.2	17.8	18.8	15.0	15.6	15.0	17.4	19.5	15.5

Q4. OWNERSHIP/PURCHASE INTENTION

ELECTRIC MIXER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL OWNERS	1851	231	1605	542	1143	559	411	417	232	968	872	906	471	832	347	719
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OBTAINED IN PAST 6 MOS.	44	5	38	12	26	9	9	12	8	23	21	22	9	21	12	13
	2.4	2.2	2.4	2.2	2.3	1.6	2.2	2.9	3.4	2.4	2.4	2.4	1.9	2.5	3.5	1.8
INTEND TO UPGRADE	128	7	120	51	100	29	19	27	18	49	79	71	31	58	24	49
	6.9	3.0	7.5	9.4	8.7	5.2	4.6	6.5	7.8	5.1	9.1	7.8	6.6	7.0	6.9	6.8
HOW OFTEN USED																
OFTEN	1031	101	922	301	670	304	208	233	132	494	532	507	255	454	206	374
	55.7	43.7	57.4	55.5	58.6	54.4	50.6	55.9	56.9	51.0	61.0	56.0	54.1	54.6	59.4	52.0
SOMETIMES	447	75	369	155	282	105	109	120	52	258	187	235	138	227	60	207
	24.1	32.5	23.0	28.6	24.7	18.8	26.5	28.8	22.4	26.7	21.4	25.9	29.3	27.3	17.3	28.8
HARDLY EVER	53	10	43	13	27	20	12	14	3	38	15	24	10	22	11	20
	2.9	4.3	2.7	2.4	2.4	3.6	2.9	3.4	1.3	3.9	1.7	2.6	2.1	2.6	3.2	2.8
NO ANSWER	320	45	271	73	164	130	82	50	45	178	138	140	68	129	70	118
	17.3	19.5	16.9	13.5	14.3	23.3	20.0	12.0	19.4	18.4	15.8	15.5	14.4	15.5	20.2	16.4

Q4. OWNERSHIP/PURCHASE INTENTION

BLENDER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	94	12	81	35	41	33	21	22	9	76	18	51	14	52	36	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	26	6	20	14	9	4	6	9	3	21	5	15	4	13	11	5
	27.7	50.0	24.7	40.0	22.0	12.1	28.6	40.9	33.3	27.6	27.8	29.4	28.6	25.0	30.6	24.0
MIGHT OR MIGHT NOT BUY	39	4	34	14	19	15	11	10	3	33	6	22	8	21	17	6
	41.5	33.3	42.0	40.0	46.3	45.5	52.4	45.5	33.3	43.4	33.3	43.1	57.1	40.4	47.2	24.0
NEVER INTEND TO BUY	29	2	27	7	13	14	4	3	3	22	7	14	2	18	8	13
	30.9	16.7	33.3	20.0	31.7	42.4	19.0	13.6	33.3	28.9	38.9	27.5	14.3	34.6	22.2	52.0
INTEND TO BUY IN 6 MOS.	9	*	9	5	5	2	2	3	1	7	2	6	3	3	4	1
	9.6		11.1	14.3	12.2	6.1	9.5	13.6	11.1	9.2	11.1	11.8	21.4	5.8	11.1	4.0

Q4. OWNERSHIP/PURCHASE INTENTION

CONVECTION OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	1190	173	1006	363	725	331	285	265	142	646	535	581	302	598	226	460
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	78	13	65	26	45	22	11	23	11	40	37	41	17	39	22	30
	6.6	7.5	6.5	7.2	6.2	6.6	3.9	8.7	7.7	6.2	6.9	7.1	5.6	6.5	9.7	6.5
MIGHT OR MIGHT NOT BUY	422	77	341	126	258	101	95	90	48	218	201	203	101	220	70	170
	35.5	44.5	33.9	34.7	35.6	30.5	33.3	34.0	33.8	33.7	37.6	34.9	33.4	36.8	31.0	37.0
NEVER INTEND TO BUY	691	83	601	211	423	208	179	152	83	388	298	338	184	340	134	261
	58.1	48.0	59.7	58.1	58.3	62.8	62.8	57.4	58.5	60.1	55.7	58.2	60.9	56.9	59.3	56.7
INTEND TO BUY IN 6 MOS.	19	4	15	3	11	5	1	9	3	9	10	8	4	9	3	9
	1.6	2.3	1.5	0.8	1.5	1.5	0.4	3.4	2.1	1.4	1.9	1.4	1.3	1.5	1.3	2.0

Q4. OWNERSHIP/PURCHASE INTENTION

FOOD PROCESSOR

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	1009	128	872	347	612	273	235	221	117	561	440	536	272	455	244	305
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	333	50	281	146	219	63	73	73	37	176	153	186	99	162	69	115
	33.0	39.1	32.2	42.1	35.8	23.1	31.1	33.0	31.6	31.4	34.8	34.7	36.4	35.6	28.3	37.7
MIGHT OR MIGHT NOT BUY	490	54	431	156	297	137	116	109	50	275	212	258	133	224	127	133
	48.6	42.2	49.4	45.0	48.5	50.2	49.4	49.3	42.7	49.0	48.2	48.1	48.9	49.2	52.0	43.6
NEVER INTEND TO BUY	190	24	164	46	98	76	48	40	30	113	76	93	40	69	50	58
	18.8	18.8	18.8	13.3	16.0	27.8	20.4	18.1	25.6	20.1	17.3	17.4	14.7	15.2	20.5	19.0
INTEND TO BUY IN 6 MOS.	100	7	92	55	77	15	20	27	14	52	47	59	33	52	16	45
	9.9	5.5	10.6	15.9	12.6	5.5	8.5	12.2	12.0	9.3	10.7	11.0	12.1	11.4	6.6	14.8

Q4. OWNERSHIP/PURCHASE INTENTION

COFFEE GRINDER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	1372	174	1185	449	855	374	318	278	167	696	666	680	346	622	270	507
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	90	10	78	48	60	11	30	23	9	44	45	57	28	49	24	25
	6.6	5.7	6.6	10.7	7.0	2.9	9.4	8.3	5.4	6.3	6.8	8.4	8.1	7.9	8.9	5.1
MIGHT OR MIGHT NOT BUY	289	48	240	107	183	56	52	69	38	143	143	152	72	144	65	115
	21.1	27.6	20.3	23.8	21.4	15.0	16.4	24.8	22.8	20.5	21.5	22.4	20.8	23.2	24.1	22.7
NEVER INTEND TO BUY	995	116	859	294	613	308	238	186	120	510	479	472	247	429	182	366
	72.5	66.7	73.3	65.5	71.7	82.4	74.8	66.9	71.9	73.3	71.9	69.4	71.4	69.0	67.4	72.2
INTEND TO BUY IN 6 MOS.	24	1	23	12	17	5	8	6	3	11	13	14	7	13	6	8
	1.7	0.6	1.9	2.7	2.0	1.3	2.5	2.2	1.8	1.6	2.0	2.1	2.0	2.1	2.2	1.6

Q4. OWNERSHIP/PURCHASE INTENTION

MICROWAVE OVEN

	TOTAL	MALE	FEMALE TOTAL	FEMALE 18-34	FEMALE 25-54	FEMALE 50+	AREA NORTH EAST	AREA CALI-FORNIA	AREA SOUTH EAST	HOUSEHOLD SIZE 2 OR LESS	HOUSEHOLD SIZE 3 OR MORE	FEMALE-EMP. TOTAL	FEMALE-EMP. FULL TIME/ 20,000	COL-LEGE GRAD OR BETTER	INCOME 20,000 OR LESS	INCOME 35,000 OR MORE
TOTAL NON-OWNERS	1202	149	1040	399	731	341	332	248	147	658	534	603	283	576	280	404
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	269	45	223	115	183	36	53	70	30	136	132	160	79	129	52	110
	22.4	30.2	21.4	28.8	25.0	10.6	16.0	28.2	20.4	20.7	24.7	26.5	27.9	22.4	18.6	27.2
MIGHT OR MIGHT NOT BUY	457	54	399	151	293	127	118	83	60	238	217	219	103	229	96	155
	38.0	36.2	38.4	37.8	40.1	37.2	35.5	33.5	40.8	36.2	40.6	36.3	36.4	39.8	34.3	38.4
NEVER INTEND TO BUY	481	51	422	133	258	180	164	95	58	286	188	225	102	220	133	141
	40.0	34.2	40.6	33.3	35.3	52.8	49.4	38.3	39.5	43.5	35.2	37.3	36.0	38.2	47.5	34.9
INTEND TO BUY IN 6 MOS.	76	10	66	28	56	11	18	17	8	35	41	42	23	29	7	28
	6.3	6.7	6.3	7.0	7.7	3.2	5.4	6.9	5.4	5.3	7.7	7.0	8.1	5.0	2.5	6.9

Q4. OWNERSHIP/PURCHASE INTENTION

SEAL-A-MEAL

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	1374	179	1181	460	876	359	324	302	163	713	649	692	348	666	276	536
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	109	12	96	43	71	27	20	19	13	62	46	62	33	43	25	41
	7.9	6.7	8.1	9.3	8.1	7.5	6.2	6.3	8.0	8.7	7.1	9.0	9.5	6.5	9.1	7.6
MIGHT OR MIGHT NOT BUY	333	45	286	129	224	72	78	85	35	155	176	171	80	158	67	114
	24.2	25.1	24.2	28.0	25.6	20.1	24.1	28.1	21.5	21.7	27.1	24.7	23.0	23.7	24.3	21.3
NEVER INTEND TO BUY	936	122	803	290	583	262	227	198	116	499	428	460	235	466	186	382
	68.1	68.2	68.0	63.0	66.6	73.0	70.1	65.6	71.2	70.0	65.9	66.5	67.5	70.0	67.4	71.3
INTEND TO BUY IN 6 MOS.	37	6	31	15	21	9	7	5	5	23	14	18	9	14	8	14
	2.7	3.4	2.6	3.3	2.4	2.5	2.2	1.7	3.1	3.2	2.2	2.6	2.6	2.1	2.9	2.6

Q4. OWNERSHIP/PURCHASE INTENTION

YOGURT MAKER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	1505	206	1285	470	929	420	342	336	193	803	690	740	398	681	280	589
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	55	10	45	18	30	18	17	15	4	29	26	24	9	21	14	17
	3.7	4.9	3.5	3.8	3.2	4.3	5.0	4.5	2.1	3.6	3.8	3.2	2.3	3.1	5.0	2.9
MIGHT OR MIGHT NOT BUY	211	34	176	84	133	32	49	42	27	105	103	109	56	112	49	70
	14.0	16.5	13.7	17.9	14.3	7.6	14.3	12.5	14.0	13.1	14.9	14.7	14.1	16.4	17.5	11.9
NEVER INTEND TO BUY	1240	162	1065	368	766	371	277	279	162	670	561	607	333	548	218	502
	82.4	78.6	82.9	78.3	82.5	88.3	81.0	83.0	83.9	83.4	81.3	82.0	83.7	80.5	77.9	85.2
INTEND TO BUY IN 6 MOS.	21	2	19	7	13	10	7	6	2	12	9	8	3	5	5	6
	1.4	1.0	1.5	1.5	1.4	2.4	2.0	1.8	1.0	1.5	1.3	1.1	0.8	0.7	1.8	1.0

Q4. OWNERSHIP/PURCHASE INTENTION

ELECTRIC SMOKER OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	1599	199	1385	518	1020	424	374	358	196	831	757	821	426	757	302	620
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	57	9	48	19	37	15	17	11	2	25	31	29	17	26	10	19
	3.6	4.5	3.5	3.7	3.6	3.5	4.5	3.1	1.0	3.0	4.1	3.5	4.0	3.4	3.3	3.1
MIGHT OR MIGHT NOT BUY	244	38	205	91	155	45	41	53	29	116	127	138	66	117	58	101
	15.3	19.1	14.8	17.6	15.2	10.6	11.0	14.8	14.8	14.0	16.8	16.8	15.5	15.5	19.2	16.3
NEVER INTEND TO BUY	1300	152	1134	408	829	365	317	294	165	691	600	654	343	615	235	501
	81.3	76.4	81.9	78.8	81.3	86.1	84.8	82.1	84.2	83.2	79.3	79.7	80.5	81.2	77.8	80.8
INTEND TO BUY IN 6 MOS.	17	1	16	4	12	6	7	4	1	6	11	8	3	5	4	5
	1.1	0.5	1.2	0.8	1.2	1.4	1.9	1.1	0.5	0.7	1.5	1.0	0.7	0.7	1.3	0.8

Q4. OWNERSHIP/PURCHASE INTENTION

TOASTER OVEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	810	107	700	252	529	198	162	204	87	405	401	418	216	366	149	297
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	83	7	76	29	42	30	18	20	12	58	24	50	27	38	16	22
	10.2	6.5	10.9	11.5	7.9	15.2	11.1	9.8	13.8	14.3	6.0	12.0	12.5	10.4	10.7	7.4
MIGHT OR MIGHT NOT BUY	294	35	257	93	186	84	69	58	30	156	138	149	79	123	62	105
	36.3	32.7	36.7	36.9	35.2	42.4	42.6	28.4	34.5	38.5	34.4	35.6	36.6	33.6	41.6	35.4
NEVER INTEND TO BUY	434	65	368	130	301	85	75	127	45	192	239	220	111	206	71	170
	53.6	60.7	52.6	51.6	56.9	42.9	46.3	62.3	51.7	47.4	59.6	52.6	51.4	56.3	47.7	57.2
INTEND TO BUY IN 6 MOS.	21	2	19	7	10	7	8	4	3	16	5	12	6	8	2	8
	2.6	1.9	2.7	2.8	1.9	3.5	4.9	2.0	3.4	4.0	1.2	2.9	2.8	2.2	1.3	2.7

94. OWNERSHIP/PURCHASE INTENTION

SLOW COOKER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	568	79	482	157	343	166	158	125	76	313	251	273	129	286	111	241
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	62	7	54	29	42	10	21	15	5	40	21	40	20	28	18	18
	10.9	8.9	11.2	18.5	12.2	6.0	13.3	12.0	6.6	12.8	8.4	14.7	15.5	9.8	16.2	7.5
MIGHT OR MIGHT NOT BUY	185	27	154	62	115	46	47	34	27	100	82	95	42	94	41	71
	32.6	34.2	32.0	39.5	33.5	27.7	29.7	27.2	35.5	31.9	32.7	34.8	32.6	32.9	36.9	29.5
NEVER INTEND TO BUY	322	45	275	66	186	111	91	76	44	174	148	138	67	164	53	152
	56.7	57.0	57.1	42.0	54.2	66.9	57.6	60.8	57.9	55.6	59.0	50.5	51.9	57.3	47.7	63.1
INTEND TO BUY IN 6 MOS.	14	*	14	5	12	3	4	4	1	9	5	9	4	7	2	7
	2.5		2.9	3.2	3.5	1.8	2.5	3.2	1.3	2.9	2.0	3.3	3.1	2.4	1.8	2.9

Q4. OWNERSHIP/PURCHASE INTENTION

WOK

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	982	120	853	288	592	302	241	191	121	494	479	467	231	420	217	332
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	234	31	202	92	146	49	64	44	22	101	130	119	57	97	50	80
	23.8	25.8	23.7	31.9	24.7	16.2	26.6	23.0	18.2	20.4	27.1	25.5	24.7	23.1	23.0	24.1
MIGHT OR MIGHT NOT BUY	422	48	369	127	271	122	98	85	55	212	206	209	107	205	89	146
	43.0	40.0	43.3	44.1	45.8	40.4	40.7	44.5	45.5	42.9	43.0	44.8	46.3	48.8	41.0	44.0
NEVER INTEND TO BUY	328	41	284	70	175	132	81	62	44	183	143	140	68	119	79	106
	33.4	34.2	33.3	24.3	29.6	43.7	33.6	32.5	36.4	37.0	29.9	30.0	29.4	28.3	36.4	31.9
INTEND TO BUY IN 6 MOS.	63	10	53	25	40	12	16	15	5	27	36	26	13	31	12	29
	6.4	8.3	6.2	8.7	6.8	4.0	6.6	7.9	4.1	5.5	7.5	5.6	5.6	7.4	5.5	8.7

Q4. OWNERSHIP/PURCHASE INTENTION

ELECTRIC MIXER

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL NON-OWNERS	79	17	59	40	39	5	26	21	10	56	20	43	21	53	27	30
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PURCHASE INTENT																
INTEND TO BUY	42	8	33	26	20	1	16	11	5	29	11	26	9	29	15	13
	53.2	47.1	55.9	65.0	51.3	12.5	61.5	52.4	50.0	51.8	55.0	60.5	42.9	54.7	55.6	43.3
MIGHT OR MIGHT NOT BUY	27	8	17	10	13	3	6	8	4	21	5	14	10	16	10	10
	34.2	47.1	28.8	25.0	33.3	37.5	23.1	38.1	40.0	37.5	25.0	32.6	47.6	30.2	37.0	33.3
NEVER INTEND TO BUY	10	1	9	4	6	4	4	2	1	6	4	3	2	8	2	7
	12.7	5.9	15.3	10.0	15.4	50.0	15.4	9.5	10.0	10.7	20.0	7.0	9.5	15.1	7.4	23.3
INTEND TO BUY IN 6 MOS.	14	2	12	10	6	*	6	4	2	12	2	11	4	8	4	6
	17.7	11.8	20.3	25.0	15.4		23.1	19.0	20.0	21.4	10.0	25.6	19.0	15.1	14.8	20.0

Q5A. FAMILIARITY WITH TYPES OF FOOD BRANDS HEARD

NATIONAL BRANDS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	57	5	51	10	28	27	12	11	9	35	22	30	10	20	15	19
	2.9	1.9	3.0	1.7	2.3	4.7	2.7	2.5	3.6	3.3	2.4	3.1	2.0	2.2	3.9	2.5
BASE	1910	252	1639	580	1168	553	437	433	239	1015	881	936	487	886	369	744
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
USED OFTEN	1813	240	1555	533	1101	539	413	407	228	969	831	883	465	841	349	714
	94.9	95.2	94.9	91.9	94.3	97.5	94.5	94.0	95.4	95.5	94.3	94.3	95.5	94.9	94.6	96.0
TRIED ONCE OR TWICE	77	10	67	39	54	10	20	19	9	39	38	43	18	40	16	23
	4.0	4.0	4.1	6.7	4.6	1.8	4.6	4.4	3.8	3.8	4.3	4.6	3.7	4.5	4.3	3.1
HEARD OF BUT NEVER TRIED	9	1	7	2	5	2	*	3	2	1	7	4	*	1	3	1
	0.5	0.4	0.4	0.3	0.4	0.4		0.7	0.8	0.1	0.8	0.4		0.1	0.8	0.1
NEVER HEARD OF	11	1	10	6	8	2	4	4	*	6	5	6	4	4	1	6
	0.6	0.4	0.6	1.0	0.7	0.4	0.9	0.9		0.6	0.6	0.6	0.8	0.5	0.3	0.8

Q5A. FAMILIARITY WITH TYPES OF FOOD BRANDS HEARD

STORE BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	394	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	95	12	82	16	41	48	20	22	17	59	35	39	12	30	24	32
	4.8	4.7	4.9	2.7	3.4	8.3	4.5	5.0	6.9	5.6	3.9	4.0	2.4	3.3	6.3	4.2
BASE	1872	245	1608	574	1155	532	429	422	231	991	868	927	485	876	360	731
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
USED OFTEN	1143	139	992	369	738	312	271	263	131	577	559	598	312	561	212	437
	61.1	56.7	61.7	64.3	63.9	58.6	63.2	62.3	56.7	58.2	64.4	64.5	64.3	64.0	58.9	59.8
TRIED ONCE OR TWICE	658	96	555	191	383	190	143	144	91	369	283	302	157	286	137	257
	35.1	39.2	34.5	33.3	33.2	35.7	33.3	34.1	39.4	37.2	32.6	32.6	32.4	32.6	38.1	35.2
HEARD OF BUT NEVER TRIED	60	9	51	12	27	26	11	13	8	38	22	20	11	26	10	31
	3.2	3.7	3.2	2.1	2.3	4.9	2.6	3.1	3.5	3.8	2.5	2.2	2.3	3.0	2.8	4.2
NEVER HEARD OF	11	1	10	2	7	4	4	2	1	7	4	7	5	3	1	6
	0.6	0.4	0.6	0.3	0.6	0.8	0.9	0.5	0.4	0.7	0.5	0.8	1.0	0.3	0.3	0.8

Q5A. FAMILIARITY WITH TYPES OF FOOD BRANDS HEARD

'NO FRILLS' BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1195	580	449	444	248	1050	903	956	497	906	334	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	141	14	124	18	57	79	28	33	25	96	43	61	25	44	39	43
	7.2	5.4	7.3	3.1	4.8	13.6	6.2	7.4	10.1	9.1	4.8	6.3	5.0	4.9	10.2	5.6
BASE	1826	243	1566	572	1139	501	421	411	223	954	860	905	472	862	345	720
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
USED OFTEN	199	36	162	64	127	45	41	49	8	92	107	101	45	108	35	69
	10.9	14.8	10.3	11.2	11.2	9.0	9.7	11.9	3.6	9.6	12.4	11.2	9.5	12.5	10.1	9.6
TRIED ONCE OR TWICE	704	92	605	239	458	180	181	149	75	329	372	352	191	346	125	278
	38.6	37.9	38.6	41.8	40.2	35.9	43.0	36.3	33.6	34.5	43.3	38.9	40.5	40.1	36.2	38.6
HEARD OF BUT NEVER TRIED	706	87	612	200	436	204	163	155	108	408	292	342	180	312	135	301
	38.7	35.8	39.1	35.0	38.3	40.7	38.7	37.7	48.6	42.8	34.0	37.8	38.1	36.2	39.1	41.8
NEVER HEARD OF	217	28	187	69	118	72	36	58	32	125	89	110	56	96	50	72
	11.9	11.5	11.9	12.1	10.4	14.4	8.6	14.1	14.3	13.1	10.3	12.2	11.9	11.1	14.5	10.0

Q5B. QUALITY RATING OF

PRICE

NATIONAL BRANDS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	1899	251	1629	574	1160	551	433	429	239	1009	876	930	483	882	368	738
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	222	37	182	22	96	110	51	51	36	140	78	89	42	78	59	69
	11.7	14.7	11.2	3.8	8.3	20.0	11.8	11.9	15.1	13.9	8.9	9.6	8.7	8.8	16.0	9.3
BASE	1677	214	1447	552	1064	441	382	378	203	869	798	841	441	804	309	669
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	792	78	707	251	530	227	193	172	102	402	386	406	200	366	157	311
	47.2	36.4	48.9	45.5	49.8	51.5	50.5	45.5	50.2	46.3	48.4	48.3	45.4	45.5	50.8	46.5
/5/	484	70	409	174	300	114	116	105	49	259	222	238	130	240	82	199
	28.9	32.7	28.3	31.5	28.2	25.9	30.4	27.8	24.1	29.8	27.8	28.3	29.5	29.9	26.5	29.7
/4/	289	47	239	90	169	74	57	71	39	149	137	146	82	139	55	115
	17.2	22.0	16.5	16.3	15.9	16.8	14.9	18.8	19.2	17.1	17.2	17.4	18.6	17.3	17.8	17.2
/3/	91	13	77	33	53	21	14	24	10	50	41	44	25	44	13	34
	5.4	6.1	5.3	6.0	5.0	4.8	3.7	6.3	4.9	5.8	5.1	5.2	5.7	5.5	4.2	5.1
/2/	12	3	9	2	6	4	2	2	2	6	6	4	3	10	2	6
	0.7	1.4	0.6	0.4	0.6	0.9	0.5	0.5	1.0	0.7	0.8	0.5	0.7	1.2	0.6	0.9
/1/	9	3	6	2	6	1	*	4	1	3	6	3	1	5	*	4
	0.5	1.4	0.4	0.4	0.6	0.2		1.1	0.5	0.3	0.8	0.4	0.2	0.6		0.6
LOW SCORE																
MEAN	5.15	4.93	5.18	5.15	5.20	5.22	5.27	5.08	5.16	5.14	5.16	5.18	5.12	5.11	5.23	5.14

858. QUALITY RATING OF

TASTE

NATIONAL BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	1899	251	1629	574	1160	551	433	429	239	1009	876	930	483	892	368	738
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	232	38	190	23	99	116	53	55	34	144	83	96	42	80	54	69
	12.2	15.1	11.7	4.0	8.5	21.1	12.2	12.8	14.2	14.3	9.5	10.3	8.7	9.1	17.4	9.3
BASE	1667	213	1439	551	1061	435	380	374	205	865	793	834	441	802	304	669
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	809	82	719	240	515	250	184	179	85	437	367	407	200	369	167	311
	48.5	38.5	50.0	43.6	48.5	57.5	48.4	47.9	41.5	50.5	46.3	48.8	45.4	46.0	54.9	46.5
/5/	607	84	516	241	398	117	140	144	89	298	307	303	164	309	102	253
	36.4	39.4	35.9	43.7	37.5	26.9	36.8	38.5	43.4	34.5	38.7	36.3	37.2	38.5	33.6	38.6
/4/	202	37	165	59	121	53	49	37	26	99	101	97	63	101	20	84
	12.1	17.4	11.5	10.7	11.4	12.2	12.9	9.9	12.7	11.4	12.7	11.6	14.3	12.6	6.6	12.6
/3/	43	10	33	9	22	14	7	12	3	28	15	22	11	22	13	16
	2.6	4.7	2.3	1.6	2.1	3.2	1.8	3.2	1.5	3.2	1.9	2.6	2.5	2.7	4.3	2.4
/2/	3	*	3	2	2	*	*	2	*	1	2	3	1	1	2	*
	0.2		0.2	0.4	0.2			0.5		0.1	0.3	0.4	0.2	0.1	0.7	
/1/	3	*	3	*	3	1	*	*	2	2	1	2	2	*	*	*
	0.2		0.2		0.3	0.2			1.0	0.2	0.1	0.2	0.5			
LOW SCORE																
MEAN	5.30	5.12	5.32	5.28	5.31	5.38	5.32	5.30	5.22	5.31	5.28	5.30	5.24	5.28	5.38	5.29

Q5B. QUALITY RATING OF

VALUE

NATIONAL BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	1899	251	1629	574	1160	551	433	429	239	1009	876	930	483	882	368	738
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	246	39	203	28	107	121	57	63	35	154	87	107	50	84	62	77
	13.0	15.5	12.5	4.9	9.2	22.0	13.2	14.7	14.6	15.3	9.9	11.5	10.4	9.5	16.8	10.4
BASE	1653	212	1426	546	1053	430	376	366	204	855	789	823	433	798	306	661
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	394	46	344	92	225	153	91	81	47	214	176	183	84	169	96	151
	23.8	21.7	24.1	16.8	21.4	35.6	24.2	22.1	23.0	25.0	22.3	22.2	19.4	21.1	31.4	22.8
/5/	455	46	404	161	308	111	110	88	61	226	227	235	128	217	74	188
	27.5	21.7	28.3	29.5	29.2	25.8	29.3	24.0	29.9	26.4	28.8	28.6	29.6	27.2	24.2	28.4
/4/	451	61	387	153	285	109	97	102	57	226	224	229	124	229	75	178
	27.3	28.8	27.1	28.0	27.1	25.3	25.8	27.9	27.9	26.4	28.4	27.8	28.6	28.7	24.5	26.9
/3/	260	50	208	102	164	43	54	73	29	144	114	120	71	135	45	106
	15.7	23.6	14.6	18.7	15.6	10.0	14.4	19.9	14.2	16.8	14.4	14.6	16.4	16.9	14.7	16.0
/2/	67	8	59	30	49	12	18	15	8	33	34	38	17	32	11	28
	4.1	3.8	4.1	5.5	4.7	2.8	4.8	4.1	3.9	3.9	4.3	4.6	3.9	4.0	3.6	4.2
/1/	26	1	24	8	22	2	6	7	2	12	14	18	9	17	5	10
	1.6	0.5	1.7	1.5	2.1	0.5	1.6	1.9	1.0	1.4	1.8	2.2	2.1	2.1	1.6	1.5
LOW SCORE																
MEAN	4.47	4.33	4.49	4.29	4.41	4.80	4.49	4.34	4.51	4.48	4.45	4.43	4.38	4.38	4.60	4.45

Q5B. QUALITY RATING OF

NUTRITION

NATIONAL BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	1899	251	1629	574	1160	551	433	429	239	1009	876	930	483	882	368	738
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	299	46	247	37	136	135	73	70	42	185	108	133	68	112	71	100
	15.7	18.3	15.2	6.4	11.7	24.5	16.9	16.3	17.6	18.3	12.3	14.3	14.1	12.7	19.3	13.6
BASE	1600	205	1382	537	1024	416	360	359	197	824	768	797	415	770	297	638
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	384	33	349	93	234	144	87	71	40	194	187	179	81	172	90	146
	24.0	16.1	25.3	17.3	22.9	34.6	24.2	19.8	20.3	23.5	24.3	22.5	19.5	22.3	30.3	22.9
/5/	436	55	377	161	287	105	110	95	51	227	208	224	121	222	83	163
	27.2	26.8	27.3	30.0	28.0	25.2	30.6	26.5	25.9	27.5	27.1	28.1	29.2	28.8	27.9	25.5
/4/	453	64	386	172	291	103	92	101	71	229	221	227	126	221	72	189
	28.3	31.2	27.9	32.0	28.4	24.8	25.6	28.1	36.0	27.8	28.8	28.5	30.4	28.7	24.2	29.6
/3/	275	48	223	92	177	54	60	76	30	146	128	139	72	131	40	118
	17.2	23.4	16.1	17.1	17.3	13.0	16.7	21.2	15.2	17.7	16.7	17.4	17.3	17.0	13.5	18.5
/2/	39	4	35	11	24	9	4	14	5	21	18	20	9	16	10	16
	2.4	2.0	2.5	2.0	2.3	2.2	1.1	3.9	2.5	2.5	2.3	2.5	2.2	2.1	3.4	2.5
/1/	13	1	12	8	11	1	7	2	*	7	6	8	6	8	2	6
	0.8	0.5	0.9	1.5	1.1	0.2	1.9	0.6		0.8	0.8	1.0	1.4	1.0	0.7	0.9
LOW SCORE																
MEAN	4.51	4.30	4.54	4.39	4.49	4.76	4.54	4.35	4.46	4.49	4.52	4.48	4.42	4.49	4.66	4.45

Q58. QUALITY RATING OF

DEPENDABILITY

NATIONAL BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	1899	251	1629	574	1160	551	433	429	239	1009	876	930	483	882	368	738
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	237	37	196	24	106	117	54	57	35	144	88	102	47	79	64	73
	12.5	14.7	12.0	4.2	9.1	21.2	12.5	13.3	14.6	14.3	10.0	11.0	9.7	9.0	17.4	9.9
BASE	1662	214	1433	550	1054	434	379	372	204	865	788	828	436	803	304	665
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	899	98	792	287	566	263	203	203	101	471	421	449	228	435	171	352
	54.1	45.8	55.3	52.2	53.7	60.6	53.6	54.6	49.5	54.5	53.4	54.2	52.3	54.2	56.3	52.9
/5/	550	78	466	187	356	119	130	120	80	277	271	271	149	272	87	237
	33.1	36.4	32.5	34.0	33.8	27.4	34.3	32.3	39.2	32.0	34.4	32.7	34.2	33.9	28.6	35.6
/4/	159	28	131	58	101	39	34	35	18	89	70	82	47	75	33	53
	9.6	13.1	9.1	10.5	9.6	9.0	9.0	9.4	8.8	10.3	8.9	9.9	10.8	9.3	10.9	8.0
/3/	45	10	35	15	25	9	9	12	3	23	22	21	10	19	11	20
	2.7	4.7	2.4	2.7	2.4	2.1	2.4	3.2	1.5	2.7	2.8	2.5	2.3	2.4	3.6	3.0
/2/	5	*	5	1	2	3	1	2	1	4	1	4	1	1	2	1
	0.3		0.3	0.2	0.2	0.7	0.3	0.5	0.5	0.5	0.1	0.5	0.2	0.1	0.7	0.2
/1/	4	*	4	2	4	1	2	*	1	1	3	1	1	1	*	2
	0.2		0.3	0.4	0.4	0.2	0.5		0.5	0.1	0.4	0.1	0.2	0.1		0.3
LOW SCORE																
MEAN	5.37	5.23	5.39	5.34	5.37	5.44	5.37	5.37	5.36	5.37	5.37	5.37	5.35	5.39	5.36	5.37

Q5B. QUALITY RATING OF

PRICE

STORE BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	1861	244	1598	572	1148	528	425	420	230	984	864	920	480	873	359	725
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	258	37	217	30	111	127	59	61	34	164	90	107	53	89	67	83
	13.9	15.2	13.6	5.2	9.7	24.1	13.9	14.5	14.8	16.7	10.4	11.6	11.0	10.2	18.7	11.4
BASE	1603	207	1381	542	1037	401	366	359	196	820	774	813	427	784	292	642
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	63	5	58	11	40	28	9	14	12	25	38	34	14	26	12	25
	3.9	2.4	4.2	2.0	3.9	7.0	2.5	3.9	6.1	3.0	4.9	4.2	3.3	3.3	4.1	3.9
/5/	218	29	187	54	141	65	45	50	31	102	115	100	58	92	40	87
	13.6	14.0	13.5	10.0	13.6	16.2	12.3	13.9	15.8	12.4	14.9	12.3	13.6	11.7	13.7	13.6
/4/	541	74	463	179	348	131	118	114	74	272	265	270	148	267	95	224
	33.7	35.7	33.5	33.0	33.6	32.7	32.2	31.8	37.8	33.2	34.2	33.2	34.7	34.1	32.5	34.9
/3/	508	62	441	195	333	123	124	112	55	276	230	265	141	257	96	197
	31.7	30.0	31.9	36.0	32.1	30.7	33.9	31.2	28.1	33.7	29.7	32.6	33.0	32.8	32.9	30.7
/2/	185	31	152	69	115	34	50	48	16	94	90	99	46	98	35	77
	11.5	15.0	11.0	12.7	11.1	8.5	13.7	13.4	8.2	11.5	11.6	12.2	10.8	12.5	12.0	12.0
/1/	88	6	80	34	60	20	20	21	8	51	36	45	20	44	14	32
	5.5	2.9	5.8	6.3	5.8	5.0	5.5	5.8	4.1	6.2	4.7	5.5	4.7	5.6	4.8	5.0
LOW SCORE																
MEAN	3.50	3.50	3.51	3.34	3.50	3.68	3.40	3.46	3.71	3.43	3.58	3.47	3.52	3.44	3.51	3.52

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Q5B. QUALITY RATING OF

TASTE

STORE BRANDS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	1861	244	1598	572	1148	528	425	420	230	984	864	920	480	873	359	725
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	252	38	210	30	112	120	62	59	30	156	92	101	49	90	61	82
	13.5	15.6	13.1	5.2	9.8	22.7	14.6	14.0	13.0	15.9	10.6	11.0	10.2	10.3	17.0	11.3
BASE	1609	206	1388	542	1036	408	363	361	200	828	772	819	431	783	298	643
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	234	18	215	73	151	80	45	57	24	131	103	124	61	98	48	79
	14.5	8.7	15.5	13.5	14.6	19.6	12.4	15.8	12.0	15.8	13.3	15.1	14.2	12.5	16.1	12.3
/5/	453	56	390	154	291	113	106	101	67	218	235	227	116	222	91	172
	28.2	27.2	28.1	28.4	28.1	27.7	29.2	28.0	33.5	26.3	30.4	27.7	26.9	28.4	30.5	26.7
/4/	497	77	417	170	319	110	107	110	64	258	234	251	134	257	84	206
	30.9	37.4	30.0	31.4	30.8	27.0	29.5	30.5	32.0	31.2	30.3	30.6	31.1	32.8	28.2	32.0
/3/	316	43	270	109	201	75	75	72	31	171	142	168	89	158	57	142
	19.6	20.9	19.5	20.1	19.4	18.4	20.7	19.9	15.5	20.7	18.4	20.5	20.6	20.2	19.1	22.1
/2/	77	10	67	24	55	18	21	14	12	36	40	36	24	32	10	32
	4.8	4.9	4.8	4.4	5.3	4.4	5.8	3.9	6.0	4.3	5.2	4.4	5.6	4.1	3.4	5.0
/1/	32	2	29	12	19	12	9	7	2	14	18	13	7	16	8	12
	2.0	1.0	2.1	2.2	1.8	2.9	2.5	1.9	1.0	1.7	2.3	1.6	1.6	2.0	2.7	1.9
LOW SCORE																
MEAN	4.22	4.11	4.24	4.20	4.22	4.31	4.14	4.26	4.27	4.24	4.21	4.24	4.19	4.19	4.29	4.14

Q5B. QUALITY RATING OF

VALUE

STORE BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	1861	244	1598	572	1148	528	425	420	230	984	864	920	480	873	359	725
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	259	40	215	31	113	124	61	64	33	162	92	112	56	91	66	83
	13.9	16.4	13.5	5.4	9.8	23.5	14.4	15.2	14.3	16.5	10.6	12.2	11.7	10.4	18.4	11.4
BASE	1602	204	1383	541	1035	404	364	356	197	822	772	808	424	782	293	642
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	284	29	252	90	176	91	62	64	48	148	136	145	69	129	60	96
	17.7	14.2	18.2	16.6	17.0	22.5	17.0	18.0	24.4	18.0	17.6	17.9	16.3	16.5	20.5	15.0
/5/	488	55	427	169	331	108	117	110	55	241	246	250	131	254	82	212
	30.5	27.0	30.9	31.2	32.0	26.7	32.1	30.9	27.9	29.3	31.9	30.9	30.9	32.5	28.0	33.0
/4/	434	64	367	148	270	117	85	95	52	237	194	219	117	222	86	171
	27.1	31.4	26.5	27.4	26.1	29.0	23.4	26.7	26.4	28.8	25.1	27.1	27.6	28.4	29.4	26.6
/3/	279	39	239	101	185	56	68	64	30	138	139	139	72	126	46	110
	17.4	19.1	17.3	18.7	17.9	13.9	18.7	18.0	15.2	16.8	18.0	17.2	17.0	16.1	15.7	17.1
/2/	73	12	60	18	47	17	23	13	7	34	37	35	22	29	11	31
	4.6	5.9	4.3	3.3	4.5	4.2	6.3	3.7	3.6	4.1	4.8	4.3	5.2	3.7	3.8	4.8
/1/	44	5	38	15	26	15	9	10	5	24	20	20	13	22	8	22
	2.7	2.5	2.7	2.8	2.5	3.7	2.5	2.8	2.5	2.9	2.6	2.5	3.1	2.8	2.7	3.4
LOW SCORE																
MEAN	4.31	4.17	4.33	4.31	4.31	4.38	4.27	4.33	4.47	4.32	4.32	4.34	4.27	4.34	4.38	4.26

Q5B. QUALITY RATING OF

NUTRITION

STORE BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	1861	244	1598	572	1148	528	425	420	230	984	864	920	480	873	359	725
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	318	48	264	42	143	144	78	72	42	197	115	142	76	118	70	112
	17.1	19.7	16.5	7.3	12.5	27.3	18.4	17.1	18.3	20.0	13.3	15.4	15.8	13.5	19.5	15.4
BASE	1543	196	1334	530	1005	384	347	348	188	787	749	778	404	755	299	613
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	249	17	230	66	157	91	56	47	27	127	122	120	54	120	56	90
	16.1	8.7	17.2	12.5	15.6	23.7	16.1	13.5	14.4	16.1	16.3	15.4	13.4	15.9	19.4	14.7
/5/	379	47	331	135	254	88	93	83	47	194	184	202	103	200	80	145
	24.6	24.0	24.8	25.5	25.3	22.9	26.8	23.9	25.0	24.7	24.6	26.0	25.5	26.5	27.7	23.7
/4/	482	67	411	174	311	117	93	105	75	247	232	233	136	232	73	198
	31.2	34.2	30.8	32.8	30.9	30.5	26.8	30.2	39.9	31.4	31.0	29.9	33.7	30.7	25.3	32.3
/3/	344	53	286	121	228	67	84	88	32	172	170	174	86	165	58	149
	22.3	27.0	21.4	22.8	22.7	17.4	24.2	25.3	17.0	21.9	22.7	22.4	21.3	21.9	20.1	24.3
/2/	62	10	51	20	35	15	12	20	6	32	29	33	16	22	16	22
	4.0	5.1	3.8	3.8	3.5	3.9	3.5	5.7	3.2	4.1	3.9	4.2	4.0	2.9	5.5	3.6
/1/	27	2	25	14	20	6	9	5	1	15	12	16	9	16	6	9
	1.7	1.0	1.9	2.6	2.0	1.6	2.6	1.4	0.5	1.9	1.6	2.1	2.2	2.1	2.1	1.5
LOW SCORE																
MEAN	4.21	4.01	4.25	4.12	4.21	4.40	4.20	4.10	4.29	4.21	4.22	4.20	4.16	4.24	4.29	4.17

Q58. QUALITY RATING OF

DEPENDABILITY

STORE BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	1861	244	1598	572	1148	528	425	420	230	984	864	920	480	873	359	725
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	262	40	218	28	115	129	59	60	36	163	94	116	58	90	64	83
	14.1	16.4	13.6	4.9	10.0	24.4	13.9	14.3	15.7	16.6	10.9	12.6	12.1	10.3	17.8	11.4
BASE	1599	204	1380	544	1033	399	366	360	194	821	770	804	422	783	295	642
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	260	24	234	80	156	89	53	59	29	138	122	129	68	119	53	90
	16.3	11.8	17.0	14.7	15.1	22.3	14.5	16.4	14.9	16.8	15.8	16.0	16.1	15.1	18.0	14.0
/5/	416	49	362	157	279	91	114	102	46	208	208	220	109	210	81	163
	26.0	24.0	26.2	28.9	27.0	22.8	31.1	28.3	23.7	25.3	27.0	27.4	25.8	26.8	27.5	25.4
/4/	452	72	376	152	292	100	89	102	58	241	208	218	116	233	75	194
	28.3	35.3	27.2	27.9	28.3	25.1	24.3	28.3	29.9	29.4	27.0	27.1	27.5	29.8	25.4	30.2
/3/	291	39	251	100	189	71	66	63	38	147	142	152	81	147	52	121
	18.2	19.1	18.2	18.4	18.3	17.8	18.0	17.5	19.5	17.9	18.4	18.9	19.2	18.8	17.6	18.8
/2/	107	13	93	33	72	24	26	21	16	53	51	54	34	39	21	39
	6.7	6.4	6.7	6.1	7.0	6.0	7.1	5.8	8.2	6.5	6.6	6.7	8.1	5.0	7.1	6.1
/1/	73	7	64	22	45	24	18	13	7	34	39	31	14	36	13	35
	4.6	3.4	4.6	4.0	4.4	6.0	4.9	3.6	3.6	4.1	5.1	3.9	3.3	4.6	4.4	5.5
LOW SCORE																
MEAN	4.13	4.05	4.15	4.16	4.12	4.20	4.13	4.21	4.07	4.16	4.12	4.16	4.13	4.14	4.18	4.06

Q5B. QUALITY RATING OF

PRICE

'NO FRILLS' BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	1609	215	1379	503	1021	429	385	353	191	829	771	795	416	766	295	648
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	559	69	485	119	334	200	126	128	85	317	237	258	133	231	111	223
	34.7	32.1	35.2	23.7	32.7	46.6	32.7	36.3	44.5	38.2	30.7	32.5	32.0	30.2	37.6	34.4
BASE	1050	146	894	384	687	229	259	225	106	512	534	537	283	535	184	425
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	37	1	36	12	28	10	5	9	5	16	21	20	12	19	3	13
	3.5	0.7	4.0	3.1	4.1	4.4	1.9	4.0	4.7	3.1	3.9	3.7	4.2	3.6	1.6	3.1
/5/	30	5	25	5	19	8	6	10	4	11	19	15	7	9	5	7
	2.9	3.4	2.8	1.3	2.8	3.5	2.3	4.4	3.8	2.1	3.6	2.8	2.5	1.7	2.7	1.6
/4/	94	17	76	32	62	25	20	21	13	37	57	45	25	45	11	41
	9.0	11.6	8.5	8.3	9.0	10.9	7.7	9.3	12.3	7.2	10.7	8.4	8.8	8.4	6.0	9.6
/3/	229	36	192	76	141	53	44	53	29	113	114	113	55	113	42	88
	21.8	24.7	21.5	19.8	20.5	23.1	17.0	23.6	27.4	22.1	21.3	21.0	19.4	21.1	22.8	20.7
/2/	336	45	239	142	223	59	89	79	28	180	155	181	94	181	71	131
	32.0	30.8	32.3	37.0	32.5	25.8	34.4	35.1	26.4	35.2	29.0	33.7	33.2	33.8	38.6	30.8
/1/	324	42	276	117	214	74	95	53	27	155	168	163	90	168	52	145
	30.9	28.8	30.9	30.5	31.1	32.3	36.7	23.6	25.5	30.3	31.5	30.4	31.8	31.4	28.3	34.1
LOW SCORE																
MEAN	2.32	2.32	2.32	2.22	2.32	2.41	2.10	2.48	2.57	2.25	2.38	2.31	2.30	2.26	2.21	2.23

[redacted]

Q5B. QUALITY RATING OF

TASTE

'NO FRILLS' BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	1609	215	1379	503	1021	429	385	353	191	829	771	795	416	766	295	648
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	631	76	547	156	381	212	151	143	88	359	265	300	156	280	120	254
	39.2	35.3	39.7	31.0	37.3	49.4	39.2	40.5	46.1	43.3	34.4	37.7	37.5	36.6	40.7	39.2
BASE	978	139	832	347	640	217	234	210	103	470	506	495	260	486	175	394
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	48	2	46	18	34	15	13	14	3	26	22	26	12	19	14	13
	4.9	1.4	5.5	5.2	5.3	6.9	5.6	6.7	2.9	5.5	4.3	5.3	4.6	3.9	8.0	3.3
/5/	92	15	77	31	56	27	22	22	6	49	43	34	15	40	12	36
	9.4	10.8	9.3	8.9	8.7	12.4	9.4	10.5	5.8	10.4	8.5	6.9	5.8	8.2	6.9	9.1
/4/	199	28	170	80	134	37	47	41	17	95	104	113	56	114	38	81
	20.3	20.1	20.4	23.1	20.9	17.1	20.1	19.5	16.5	20.2	20.6	22.8	21.5	23.5	21.7	20.6
/3/	279	47	230	93	183	58	60	59	36	131	148	137	74	154	43	115
	28.5	33.8	27.6	26.8	28.6	26.7	25.6	28.1	35.0	27.9	29.2	27.7	28.5	31.7	24.6	29.2
/2/	206	29	174	70	134	48	48	49	27	94	111	103	53	95	39	82
	21.1	20.9	20.9	20.2	20.9	22.1	20.5	23.3	26.2	20.0	21.9	20.8	20.4	19.5	22.3	20.8
/1/	154	18	135	55	99	32	44	25	14	75	78	82	50	64	29	67
	15.7	12.9	16.2	15.9	15.5	14.7	18.8	11.9	13.6	16.0	15.4	16.6	19.2	13.2	16.6	17.0
LOW SCORE																
MEAN	3.01	2.99	3.02	3.05	3.02	3.11	2.97	3.13	2.83	3.06	2.98	2.98	2.88	3.06	3.04	2.94

058. QUALITY RATING OF

VALUE

'NO FRILLS' BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	1609	275	1379	503	1021	429	385	353	191	829	771	795	416	766	295	648
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	618	74	537	149	373	210	149	139	86	354	258	294	154	269	119	247
	38.4	34.4	38.9	29.6	36.5	49.0	38.7	39.4	45.0	42.7	33.5	37.0	37.0	35.1	40.3	38.1
BASE	991	141	842	354	648	219	236	214	105	475	513	501	262	497	176	401
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	141	11	129	56	99	28	39	31	12	69	72	73	32	70	31	55
	14.2	7.8	15.3	15.8	15.3	12.8	16.5	14.5	11.4	14.5	14.0	14.6	12.2	14.1	17.6	13.7
/5/	171	32	137	63	110	36	40	39	18	84	87	87	42	95	30	74
	17.3	22.7	16.3	17.8	17.0	16.4	16.9	18.2	17.1	17.7	17.0	17.4	16.0	19.1	17.0	18.5
/4/	174	25	147	71	109	35	52	34	17	86	87	100	57	96	33	69
	17.6	17.7	17.5	20.1	16.8	16.0	22.0	15.9	16.2	18.1	17.0	20.0	21.8	19.3	18.8	17.2
/3/	216	27	189	77	149	48	32	51	29	88	127	102	52	107	32	80
	21.8	19.1	22.4	21.8	23.0	21.9	13.6	23.8	27.6	18.5	24.8	20.4	19.8	21.5	18.2	20.0
/2/	168	26	139	59	108	37	45	35	13	83	85	82	47	78	29	71
	17.0	18.4	16.5	16.7	16.7	16.9	19.1	16.4	17.1	17.5	16.6	16.4	17.9	15.7	16.5	17.7
/1/	121	20	101	28	73	35	28	24	11	65	55	57	32	51	21	52
	12.2	14.2	12.0	7.9	11.3	16.0	11.9	11.2	10.5	13.7	10.7	11.4	12.2	10.3	11.9	13.0
LOW SCORE																
MEAN	3.53	3.40	3.55	3.71	3.57	3.38	3.63	3.57	3.47	3.52	3.55	3.59	3.48	3.64	3.65	3.52

Q58. QUALITY RATING OF

NUTRITION

'NO FRILLS' BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	1609	215	1379	503	1021	429	385	353	191	829	771	795	416	766	295	648
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	659	79	570	160	399	220	160	151	89	372	281	316	162	289	127	265
	41.0	36.7	41.3	31.8	39.1	51.3	41.6	42.8	46.6	44.9	36.4	39.7	38.9	37.7	43.1	40.9
BASE	950	136	809	343	622	209	225	202	102	457	490	479	254	477	168	383
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	98	8	90	31	68	27	24	19	6	42	56	40	18	46	21	37
	10.3	5.9	11.1	9.0	10.9	12.9	10.7	9.4	5.9	9.2	11.4	8.4	7.1	9.6	12.5	9.7
/5/	157	26	130	57	105	34	46	29	12	82	75	79	35	94	35	60
	16.5	19.1	16.1	16.6	16.9	16.3	20.4	14.4	11.8	17.9	15.3	16.5	13.8	19.7	20.8	15.7
/4/	259	36	222	106	169	53	59	55	40	117	141	130	72	138	37	107
	27.3	26.5	27.4	30.9	27.2	25.4	26.2	27.2	39.2	25.6	28.8	27.1	28.3	28.9	22.0	27.9
/3/	260	39	219	96	173	49	58	55	32	120	139	136	75	133	35	113
	27.4	28.7	27.1	28.0	27.8	23.4	25.8	27.2	31.4	26.3	28.4	28.4	29.5	27.9	20.8	29.5
/2/	104	17	86	33	60	27	24	28	6	57	46	58	31	38	26	36
	10.9	12.5	10.6	9.6	9.6	12.9	10.7	13.9	5.9	12.5	9.4	12.1	12.2	8.0	15.5	9.4
/1/	72	10	62	20	47	19	14	16	6	39	33	36	23	28	14	30
	7.6	7.4	7.7	5.8	7.6	9.1	6.2	7.9	5.9	8.5	6.7	7.5	9.1	5.9	8.3	7.8
LOW SCORE																
MEAN	3.65	3.55	3.67	3.70	3.69	3.66	3.76	3.54	3.63	3.60	3.71	3.58	3.47	3.78	3.69	3.63

Q58. QUALITY RATING OF

DEPENDABILITY

'NO FRILLS' BRANDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL HEARD OF	1609	215	1379	503	1021	429	385	353	191	829	771	795	416	766	295	648
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	627	72	546	155	385	210	152	139	87	354	267	300	158	270	120	249
	39.0	33.5	39.6	30.8	37.7	49.0	39.5	39.4	45.5	42.7	34.6	37.7	38.0	35.2	40.7	38.4
BASE	982	143	833	348	636	219	233	214	104	475	504	495	258	496	175	399
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HIGH SCORE																
/6/	59	7	52	15	37	19	11	15	3	32	27	30	15	26	9	21
	6.0	4.9	6.2	4.3	5.8	8.7	4.7	7.0	2.9	6.7	5.4	6.1	5.8	5.2	5.1	5.3
/5/	83	11	71	34	55	19	27	17	5	35	48	35	10	42	11	33
	8.5	7.7	8.5	9.8	8.6	8.7	11.6	7.9	4.8	7.4	9.5	7.1	3.9	8.5	6.3	8.3
/4/	163	21	141	60	101	40	44	36	15	86	77	79	45	84	39	67
	16.6	14.7	16.9	17.2	15.9	18.3	18.9	16.8	14.4	18.1	15.3	16.0	17.4	16.9	22.3	16.8
/3/	261	39	220	106	178	50	55	59	32	130	131	141	74	138	51	105
	26.6	27.3	26.4	30.5	28.0	22.8	23.6	27.6	30.8	27.4	26.0	28.5	28.7	27.8	29.1	26.3
/2/	209	36	173	68	134	44	43	48	29	93	115	115	60	108	28	82
	21.3	25.2	20.8	19.5	21.1	20.1	18.5	22.4	27.9	19.6	22.8	23.2	23.3	21.8	16.0	20.6
/1/	207	29	176	65	131	47	53	39	20	99	106	95	54	98	37	91
	21.1	20.3	21.1	18.7	20.6	21.5	22.7	18.2	19.2	20.8	21.0	19.2	20.9	19.8	21.1	22.8
LOW SCORE																
MEAN	2.88	2.79	2.90	2.93	2.88	2.99	2.92	2.95	2.66	2.92	2.86	2.87	2.78	2.88	2.92	2.83

Q6. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

'NO FRILLS' BRANDS HAVE GOOD VALUE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	282	23	257	65	148	123	60	59	51	176	102	134	67	109	67	99
	14.3	8.9	15.2	11.0	12.4	21.2	13.4	13.3	20.6	16.8	11.3	13.9	13.5	12.0	17.4	13.0
BASE	1685	234	1433	525	1048	457	389	385	197	874	801	832	430	797	317	664
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	259	26	231	86	173	70	61	59	21	135	124	141	66	144	54	97
	15.4	11.1	16.1	16.4	16.5	15.3	15.7	15.3	10.7	15.4	15.5	16.9	15.3	18.1	17.0	14.6
AGREE SOMEWHAT	811	114	685	248	495	230	187	186	107	421	386	385	209	382	139	326
	48.1	48.7	47.8	47.2	47.2	50.3	48.1	48.3	54.3	48.2	48.2	46.3	48.6	47.9	43.8	49.1
DISAGREE SOMEWHAT	495	79	412	151	303	125	111	111	55	254	236	240	122	218	96	201
	29.4	33.8	28.8	28.8	28.9	27.4	28.5	28.8	27.9	29.1	29.5	28.8	28.4	27.4	30.3	30.3
DISAGREE VERY MUCH	120	15	105	40	77	32	30	29	14	64	55	66	33	53	28	40
	7.1	6.4	7.3	7.6	7.3	7.0	7.7	7.5	7.1	7.3	6.9	7.9	7.7	6.6	8.8	6.0

86. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

MY MENUS DON'T VARY MUCH

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	87	14	72	10	29	49	18	20	22	60	27	35	8	26	32	19
	4.4	5.4	4.3	1.7	2.4	8.4	4.0	4.5	8.9	5.7	3.0	3.6	1.6	2.9	8.3	2.5
BASE	1880	243	1618	580	1167	531	431	424	226	990	876	931	489	880	352	744
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	124	13	110	26	62	53	26	27	12	69	54	63	22	49	35	40
	6.6	5.3	6.8	4.5	5.3	10.0	5.0	6.4	5.3	7.0	6.2	6.8	4.5	5.6	9.9	5.4
AGREE SOMEWHAT	465	51	407	140	274	151	100	105	55	247	215	226	120	196	88	177
	24.7	21.0	25.2	24.1	23.5	28.4	23.2	24.8	24.3	24.9	24.5	24.3	24.5	22.3	25.0	23.8
DISAGREE SOMEWHAT	578	77	495	195	373	150	139	120	74	304	269	310	167	291	120	214
	30.7	31.7	30.6	33.6	32.0	28.2	32.3	28.3	32.7	30.7	30.7	33.3	34.2	33.1	34.1	28.8
DISAGREE VERY MUCH	713	102	606	219	458	177	166	172	85	370	338	332	180	344	109	313
	37.9	42.0	37.5	37.8	39.2	33.3	38.5	40.6	37.6	37.4	38.6	35.7	36.8	39.1	31.0	42.1

Q6. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

NATIONAL BRANDS ARE OVERPRICED

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	85	8	76	15	39	41	19	21	14	58	26	40	13	25	26	28
	4.3	3.1	4.5	2.5	3.3	7.1	4.2	4.7	5.6	5.5	2.9	4.1	2.6	2.9	6.8	3.7
BASE	1882	249	1614	575	1157	539	430	423	234	992	877	926	484	880	358	735
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	713	94	611	239	452	182	184	171	82	359	350	357	164	299	147	254
	37.9	37.8	37.9	41.6	39.1	33.8	42.8	40.4	35.0	36.2	39.9	38.6	33.9	34.0	41.1	34.6
AGREE SOMEWHAT	928	124	797	288	573	266	209	197	133	509	414	460	253	471	166	379
	49.3	49.8	49.4	50.1	49.5	49.4	48.6	46.6	56.8	51.3	47.2	49.7	52.3	53.5	46.4	51.6
DISAGREE SOMEWHAT	200	24	172	44	110	71	30	47	16	100	96	94	61	91	37	86
	10.6	9.6	10.7	7.7	9.5	13.2	7.0	11.1	6.8	10.1	10.9	10.2	12.6	10.3	10.3	11.7
DISAGREE VERY MUCH	41	7	34	4	22	20	7	8	3	24	17	15	6	19	8	16
	2.2	2.8	2.1	0.7	1.9	3.7	1.6	1.9	1.3	2.4	1.9	1.6	1.2	2.2	2.2	2.2

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Q6. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

I USUALLY READ LABELS FOR INGREDIENTS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	58	7	50	10	21	30	15	12	13	41	15	28	10	21	18	16
	2.9	2.7	3.0	1.7	1.8	5.2	3.3	2.7	5.2	3.9	1.7	2.9	2.0	2.3	4.7	2.1
BASE	1909	250	1640	580	1175	550	434	432	235	1009	888	938	487	885	366	747
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	997	115	875	306	595	325	230	242	114	556	432	498	243	477	203	367
	52.2	46.0	53.4	52.8	50.6	59.1	53.0	56.0	48.5	55.1	48.6	53.1	49.9	53.9	55.5	49.1
AGREE SOMEWHAT	613	92	513	182	387	158	140	132	76	292	319	287	155	269	112	247
	32.1	36.8	31.3	31.4	32.9	28.7	32.3	30.6	32.3	28.9	35.9	30.6	31.8	30.4	30.6	33.1
DISAGREE SOMEWHAT	204	26	175	68	135	47	44	42	30	108	95	109	61	92	36	81
	10.7	10.4	10.7	11.7	11.5	8.5	10.1	9.7	12.8	10.7	10.7	11.6	12.5	10.4	9.8	10.8
DISAGREE VERY MUCH	95	17	77	24	58	20	20	16	15	53	42	44	28	47	15	52
	5.0	6.8	4.7	4.1	4.9	3.6	4.6	3.7	6.4	5.3	4.7	4.7	5.7	5.3	4.1	7.0

Q6. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

QUALITY IS MORE IMPORTANT THAN PRICE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	38	3	34	8	17	17	8	8	7	25	13	24	6	16	13	10
	1.9	1.2	2.0	1.4	1.4	2.9	1.8	1.8	2.8	2.4	1.4	2.5	1.2	1.8	3.4	1.3
BASE	1929	254	1656	582	1179	563	441	436	241	1025	890	942	491	890	371	753
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	1114	155	945	311	639	355	245	264	131	627	475	525	270	497	219	468
	57.8	61.0	57.1	53.4	54.2	63.1	55.6	60.6	54.4	61.2	53.4	55.7	55.0	55.8	59.0	62.2
AGREE SOMEWHAT	709	86	619	238	472	180	173	144	100	349	359	363	198	339	124	249
	36.8	33.9	37.4	40.9	40.0	32.0	39.2	33.0	41.5	34.0	40.3	38.5	40.3	38.1	33.4	33.1
DISAGREE SOMEWHAT	97	13	83	32	59	27	20	26	10	48	48	48	18	52	27	34
	5.0	5.1	5.0	5.5	5.0	4.8	4.5	6.0	4.1	4.7	5.4	5.1	3.7	5.8	7.3	4.5
DISAGREE VERY MUCH	9	*	9	1	9	1	3	2	*	1	8	6	5	2	1	2
	0.5		0.5	0.2	0.8	0.2	0.7	0.5		0.1	0.9	0.6	1.0	0.2	0.3	0.3

Q6. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

I USUALLY TRY NEW PRODUCTS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	53	5	47	7	16	34	12	13	6	45	8	25	6	16	17	12
	2.7	1.9	2.8	1.2	1.3	5.9	2.7	2.9	2.4	4.3	0.9	2.6	1.2	1.8	4.4	1.6
BASE	1914	252	1643	583	1180	546	437	431	242	1005	895	941	491	890	367	751
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	596	83	505	163	352	181	153	108	81	316	277	304	159	263	108	239
	31.1	32.9	30.7	28.0	29.8	33.2	35.0	25.1	33.5	31.4	30.9	32.3	32.4	29.6	29.4	31.8
AGREE SOMEWHAT	962	133	822	309	602	266	208	239	118	499	457	462	231	455	188	368
	50.3	52.8	50.0	53.0	51.0	48.7	47.6	55.5	48.8	49.7	51.1	49.1	47.0	51.1	51.2	49.0
DISAGREE SOMEWHAT	297	30	263	104	192	75	62	69	36	159	136	151	84	140	61	120
	15.5	11.9	16.0	17.8	16.3	13.7	14.2	16.0	14.9	15.8	15.2	16.0	17.1	15.7	16.6	16.0
DISAGREE VERY MUCH	59	6	53	7	34	24	14	15	7	31	25	24	17	32	10	24
	3.1	2.4	3.2	1.2	2.9	4.4	3.2	3.5	2.9	3.1	2.8	2.6	3.5	3.6	2.7	3.2

Q6. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

CENTS-OFF COUPONS AFFECT MY BRAND CHOICES

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	63	7	54	8	20	35	12	12	14	50	11	26	8	20	19	14
	3.2	2.7	3.2	1.4	1.7	6.0	2.7	2.7	5.6	4.8	1.2	2.7	1.6	2.2	4.9	1.8
BASE	1904	250	1636	582	1176	545	437	432	234	1000	892	940	489	886	365	749
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	316	30	283	111	205	91	92	58	36	165	151	154	75	147	72	104
	16.6	12.0	17.3	19.1	17.4	16.7	21.1	13.4	15.4	16.5	16.9	16.4	15.3	16.6	19.7	13.9
AGREE SOMEWHAT	681	79	595	215	430	209	167	147	76	350	327	351	162	315	151	236
	35.8	31.6	36.4	36.9	36.6	38.3	38.2	34.0	32.5	35.0	36.7	37.3	33.1	35.6	41.4	31.5
DISAGREE SOMEWHAT	429	55	370	118	266	116	87	93	59	209	219	221	122	196	76	179
	22.5	22.0	22.6	20.3	22.6	21.3	19.9	21.5	25.2	20.9	24.6	23.5	24.9	22.1	20.8	23.9
DISAGREE VERY MUCH	478	86	388	138	275	129	91	134	63	276	195	214	130	228	66	230
	25.1	34.4	23.7	23.7	23.4	23.7	20.8	31.0	26.9	27.6	21.9	22.8	26.6	25.7	18.1	30.7

96. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

MOST HEALTH FOODS DON'T TASTE GOOD

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	87	11	74	11	31	49	21	19	14	63	24	34	13	33	27	26
	4.4	4.3	4.4	1.9	2.6	8.4	4.7	4.3	5.6	6.0	2.7	3.5	2.6	3.6	7.0	3.4
BASE	1880	246	1616	579	1165	531	428	425	234	987	879	932	484	873	357	737
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	169	33	134	40	82	56	31	38	29	99	66	67	29	63	36	70
	9.0	13.4	8.3	6.9	7.0	10.5	7.2	8.9	12.4	10.0	7.5	7.2	6.0	7.2	10.1	9.5
AGREE SOMEWHAT	551	68	477	141	336	183	128	127	70	283	263	249	138	219	118	192
	29.3	27.6	29.5	24.4	28.8	34.5	29.9	29.9	29.9	28.7	29.9	26.7	28.5	25.1	33.1	26.1
DISAGREE SOMEWHAT	746	113	628	235	461	201	167	164	91	398	345	380	204	362	131	304
	39.7	45.9	38.9	40.6	39.6	37.9	39.0	38.6	38.9	40.3	39.2	40.8	42.1	41.5	36.7	41.2
DISAGREE VERY MUCH	414	32	377	163	286	91	102	96	44	207	205	236	113	229	72	171
	22.0	13.0	23.3	28.2	24.5	17.1	23.8	22.6	18.8	21.0	23.3	25.3	23.3	26.2	20.2	23.2

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Q5. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

I USUALLY STAY WITHIN MY FOOD BUDGET

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	58	8	48	11	21	27	12	15	9	40	18	26	7	24	15	21
	2.9	3.1	2.8	1.9	1.8	4.7	2.7	3.4	3.6	3.8	2.0	2.7	1.4	2.6	3.9	2.8
BASE	1909	249	1642	579	1175	553	437	429	239	1010	885	940	490	882	369	742
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	385	35	345	108	221	134	107	92	50	221	160	171	88	174	101	110
	20.2	14.1	21.0	18.7	18.8	24.2	24.5	21.4	20.9	21.9	18.1	20.3	18.0	19.7	27.4	14.8
AGREE SOMEWHAT	853	96	748	276	530	245	182	192	103	457	390	430	227	396	169	303
	44.7	38.6	45.6	47.7	45.1	44.3	41.6	44.8	43.1	45.2	44.1	45.7	46.3	44.9	45.8	40.8
DISAGREE SOMEWHAT	465	76	386	148	302	111	104	107	53	222	240	234	121	221	75	209
	24.4	30.5	23.5	25.6	25.7	20.1	23.8	24.9	22.2	22.0	27.1	24.9	24.7	25.1	20.3	28.2
DISAGREE VERY MUCH	206	42	163	47	122	63	44	38	33	110	95	85	54	91	24	120
	10.8	16.9	9.9	8.1	10.4	11.4	10.1	8.9	13.8	10.9	10.7	9.0	11.0	10.3	6.5	16.2

Q6. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

I ENTERTAIN AT HOME MORE OFTEN THAN I USED TO

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1957	257	1690	590	1195	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	57	4	51	7	17	34	13	12	11	39	17	29	8	18	17	17
	2.9	1.6	3.0	1.2	1.4	5.9	2.9	2.7	4.4	3.7	1.9	3.0	1.6	2.0	4.4	2.2
BASE	1910	253	1639	583	1179	546	436	432	237	1011	886	937	489	888	367	746
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	444	64	374	154	274	108	103	96	63	237	204	207	116	208	70	184
	23.2	25.3	22.8	26.4	23.2	19.8	23.6	22.2	26.6	23.4	23.0	22.1	23.7	23.4	19.1	24.7
AGREE SOMEWHAT	576	75	495	198	362	157	120	129	63	313	260	236	147	282	108	224
	30.2	29.6	30.2	34.0	30.7	28.8	27.5	29.9	26.6	31.0	29.3	30.5	30.1	31.8	29.4	30.0
DISAGREE SOMEWHAT	635	84	546	180	398	178	156	143	84	309	321	324	171	298	127	246
	33.2	33.2	33.3	30.9	33.8	32.6	35.8	33.1	35.4	30.6	36.2	34.6	35.0	33.6	34.6	33.0
DISAGREE VERY MUCH	255	30	224	51	145	103	57	64	27	152	101	120	55	100	62	92
	13.4	11.9	13.7	8.7	12.3	18.9	13.1	14.8	11.4	15.0	11.4	12.8	11.2	11.3	16.9	12.3

Q6. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

FAMILIES SHOULD EAT OUT TOGETHER

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1195	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	62	7	53	10	22	35	13	14	11	47	14	29	8	22	20	16
	3.2	2.7	3.1	1.7	1.8	6.0	2.9	3.2	4.4	4.5	1.6	3.0	1.6	2.4	5.2	2.1
BASE	1905	250	1637	580	1174	545	436	430	237	1003	889	937	489	884	364	747
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	575	76	495	173	341	168	123	129	68	303	267	262	135	239	108	239
	30.2	30.4	30.2	29.8	29.0	30.8	28.2	30.0	28.7	30.2	30.0	28.0	27.6	27.0	29.7	32.0
AGREE SOMEWHAT	841	114	720	270	533	226	180	180	106	428	409	423	228	414	154	336
	44.1	45.6	44.0	46.6	45.4	41.5	41.3	41.9	44.7	42.7	46.0	45.1	46.6	46.8	42.3	45.0
DISAGREE SOMEWHAT	379	45	328	120	245	103	92	96	49	201	176	204	107	178	75	141
	19.9	18.0	20.0	20.7	20.9	18.9	21.1	22.3	20.7	20.0	19.8	21.8	21.9	20.1	20.6	18.9
DISAGREE VERY MUCH	110	15	94	17	55	48	41	25	14	71	37	48	19	53	27	31
	5.8	6.0	5.7	2.9	4.7	8.8	9.4	5.8	5.9	7.1	4.2	5.1	3.9	6.0	7.4	4.1

Q6. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

I LIKE NEW WAYS TO SERVE BASIC FOODS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	45	6	37	7	14	23	9	11	6	32	12	22	6	15	12	13
	2.3	2.3	2.2	1.2	1.2	4.0	2.0	2.5	2.4	3.0	1.3	2.3	1.2	1.7	3.1	1.7
BASE	1922	251	1653	583	1182	557	440	433	242	1018	891	944	491	891	372	750
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	1568	188	1364	479	975	463	369	354	190	819	737	774	400	718	300	617
	81.6	74.9	82.5	82.2	82.5	83.1	83.9	81.8	78.5	80.5	82.7	82.0	81.5	80.6	80.6	82.3
AGREE SOMEWHAT	334	59	273	99	197	88	67	74	48	189	144	160	83	163	71	121
	17.4	23.5	16.5	17.0	16.7	15.8	15.2	17.1	19.8	18.6	16.2	16.9	16.9	18.3	19.1	16.1
DISAGREE SOMEWHAT	17	4	13	5	8	5	3	5	3	8	9	8	6	8	1	11
	0.9	1.6	0.8	0.9	0.7	0.9	0.7	1.2	1.2	0.8	1.0	0.8	1.2	0.9	0.3	1.5
DISAGREE VERY MUCH	3	*	3	*	2	1	1	*	1	2	1	2	2	2	*	1
	0.2		0.2		0.2	0.2	0.2		0.4	0.2	0.1	0.2	0.4	0.2		0.1

Q6. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

'NATURAL' INGREDIENTS ARE IMPORTANT

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	48	6	40	7	14	26	10	10	10	36	11	20	5	16	16	12
	2.4	2.3	2.4	1.2	1.2	4.5	2.2	2.3	4.0	3.4	1.2	2.1	1.0	1.8	4.2	1.6
BASE	1919	251	1650	583	1182	554	439	434	238	1014	892	946	492	890	368	751
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	982	107	865	308	617	302	258	219	111	511	465	487	241	459	191	372
	51.2	42.6	52.4	52.8	52.2	54.5	58.8	50.5	46.6	50.4	52.1	51.5	49.0	51.6	51.9	49.5
AGREE SOMEWHAT	707	108	594	226	449	170	142	159	86	362	340	349	195	333	126	293
	36.8	43.0	36.0	38.8	38.0	30.7	32.3	36.6	36.1	35.7	38.1	36.9	39.6	37.4	34.2	39.0
DISAGREE SOMEWHAT	180	29	150	44	96	58	32	37	33	109	69	93	48	78	41	65
	9.4	11.6	9.1	7.5	8.1	10.5	7.3	8.5	13.9	10.7	7.7	9.8	9.8	8.8	11.1	8.7
DISAGREE VERY MUCH	50	7	41	5	20	24	7	19	8	32	18	17	8	20	10	21
	2.6	2.8	2.5	0.9	1.7	4.3	1.6	4.4	3.4	3.2	2.0	1.8	1.6	2.2	2.7	2.8

Q6. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

MOST PRODUCTS DON'T HAVE ANY REAL DIFFERENCES OTHER THAN PRICE

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI- FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	394	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	60	6	52	8	18	35	18	12	11	47	12	21	4	21	17	17
	3.1	2.3	3.1	1.4	1.5	6.0	4.0	2.7	4.4	4.5	1.3	2.2	0.8	2.3	4.4	2.2
BASE	1907	251	1638	582	1178	545	431	432	237	1003	891	945	493	885	367	746
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	114	16	97	23	66	36	35	24	14	60	54	51	20	41	30	35
	6.0	6.4	5.9	4.0	5.6	6.6	8.1	5.6	5.9	6.0	6.1	5.4	4.1	4.6	8.2	4.7
AGREE SOMEWHAT	524	70	449	169	319	163	112	132	63	264	256	253	117	215	111	201
	27.5	27.9	27.4	29.0	27.1	29.9	26.0	30.6	26.6	26.3	28.7	26.8	23.7	24.3	30.2	26.9
DISAGREE SOMEWHAT	744	104	631	239	468	188	161	163	99	411	329	390	212	372	149	287
	39.0	41.4	38.5	41.1	39.7	34.5	37.4	37.7	41.8	41.0	36.9	41.3	43.0	42.0	40.6	38.5
DISAGREE VERY MUCH	525	61	461	151	325	158	123	113	61	268	252	251	144	257	77	223
	27.5	24.3	28.1	25.9	27.6	29.0	28.5	26.2	25.7	26.7	28.3	26.6	29.2	29.0	21.0	29.9

Q6. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

I CONSIDER MYSELF A CREATIVE COOK

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	39	6	31	7	12	19	11	10	4	28	10	19	5	15	11	11
	2.0	2.3	1.8	1.2	1.0	3.3	2.4	2.3	1.6	2.7	1.1	2.0	1.0	1.7	2.9	1.4
BASE	1928	251	1659	583	1184	561	438	434	244	1022	893	947	492	891	373	752
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	758	116	644	229	466	209	195	170	91	402	361	364	186	368	153	317
	39.8	46.2	38.8	39.3	39.4	37.3	44.5	39.2	37.3	39.3	40.4	38.4	37.8	41.3	41.0	42.2
AGREE SOMEWHAT	876	113	756	270	543	255	189	201	115	459	411	438	232	411	167	336
	45.4	45.0	45.6	46.3	45.9	45.5	43.2	46.3	47.1	44.9	46.0	46.3	47.2	46.1	44.8	44.7
DISAGREE SOMEWHAT	220	17	201	69	142	71	42	46	32	120	99	114	57	96	38	74
	11.4	6.8	12.1	11.8	12.0	12.7	9.6	10.6	13.1	11.7	11.1	12.0	11.6	10.8	10.2	9.8
DISAGREE VERY MUCH	64	5	58	15	33	26	12	17	6	41	22	31	17	16	15	25
	3.3	2.0	3.5	2.6	2.8	4.6	2.7	3.9	2.5	4.0	2.5	3.3	3.5	1.8	4.0	3.3

Q6. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

MOST RECIPES ARE TOO COMPLICATED

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	53	6	44	8	14	30	12	12	9	42	9	25	7	16	15	14
	2.7	2.3	2.6	1.4	1.2	5.2	2.7	2.7	3.6	4.0	1.0	2.6	1.4	1.8	3.9	1.8
BASE	1914	251	1646	582	1182	550	437	432	239	1008	894	941	490	890	369	749
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	68	13	54	13	30	23	19	19	8	45	22	30	19	26	17	26
	3.6	5.2	3.3	2.2	2.5	4.2	4.3	4.4	3.3	4.5	2.5	3.2	3.9	2.9	4.6	3.5
AGREE SOMEWHAT	331	41	287	90	191	126	88	77	39	180	150	165	78	134	76	108
	17.3	16.3	17.4	15.5	16.2	22.9	20.1	17.8	16.3	17.9	16.8	17.5	15.9	15.1	20.6	14.4
DISAGREE SOMEWHAT	784	115	664	239	484	211	188	164	98	416	363	335	202	354	140	311
	41.0	45.8	40.3	41.1	40.9	38.4	43.0	38.0	41.0	41.3	40.6	40.9	41.2	39.8	37.9	41.5
DISAGREE VERY MUCH	731	82	641	240	477	190	142	172	94	367	359	361	191	376	136	304
	38.2	32.7	38.9	41.2	40.4	34.5	32.5	39.8	39.3	36.4	40.2	38.4	39.0	42.2	36.9	40.6

Q6. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

SPEED IN FOOD PREPARATION IS IMPORTANT

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	45	3	40	9	15	24	13	8	6	36	9	21	5	14	17	11
	2.3	1.2	2.4	1.5	1.3	4.1	2.9	1.8	2.4	3.4	1.0	2.2	1.0	1.5	4.4	1.4
BASE	1922	254	1650	581	1181	556	436	436	242	1014	894	945	492	892	367	752
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	472	42	424	149	290	153	115	107	59	249	220	263	154	213	88	192
	24.6	16.5	25.7	25.6	24.6	27.5	26.4	24.5	24.4	24.6	24.6	27.8	31.3	23.9	24.0	25.5
AGREE SOMEWHAT	860	103	751	279	570	213	187	189	101	445	410	462	231	420	148	336
	44.7	40.6	45.5	48.0	48.3	38.3	42.9	43.3	41.7	43.9	45.9	48.9	47.0	47.1	40.3	44.7
DISAGREE SOMEWHAT	425	80	342	125	240	126	92	108	53	230	192	167	86	191	84	171
	22.1	31.5	20.7	21.5	20.3	22.7	21.1	24.8	21.9	22.7	21.5	17.7	17.5	21.4	22.9	22.7
DISAGREE VERY MUCH	165	29	133	28	81	64	42	32	29	90	72	53	21	68	47	53
	8.6	11.4	8.1	4.8	6.9	11.5	9.6	7.3	12.0	8.9	8.1	5.6	4.3	7.6	12.8	7.0

Q6. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

I USUALLY SHOP AT THE SAME STORE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	47	5	39	8	15	25	13	12	8	35	10	21	5	19	13	13
	2.4	1.9	2.3	1.4	1.3	4.3	2.9	2.7	3.2	3.3	1.1	2.2	1.0	2.1	3.4	1.7
BASE	1920	252	1651	582	1181	555	436	432	240	1015	893	945	492	887	371	750
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	717	66	647	226	448	227	143	148	89	369	344	377	190	325	141	282
	37.3	26.2	39.2	38.8	37.9	40.9	32.8	34.3	37.1	36.4	38.5	39.9	38.6	36.6	38.0	37.6
AGREE SOMEWHAT	732	103	625	248	480	175	161	191	83	404	324	383	211	357	131	286
	38.1	40.9	37.9	42.6	40.6	31.5	36.9	44.2	34.5	39.8	36.3	40.5	42.9	40.2	35.3	38.1
DISAGREE SOMEWHAT	317	57	254	81	178	85	81	65	50	158	157	134	64	139	58	125
	16.5	22.6	15.4	13.9	15.1	15.3	18.6	15.0	20.8	15.6	17.6	14.2	13.0	15.7	15.6	16.7
DISAGREE VERY MUCH	154	26	125	27	75	68	51	28	18	84	68	51	27	66	41	57
	8.0	10.3	7.6	4.6	6.4	12.3	11.7	6.5	7.5	8.3	7.6	5.4	5.5	7.4	11.1	7.6

Q6. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

COOKING IS USUALLY A CHORE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	59	9	48	9	15	31	19	11	12	45	13	27	6	23	19	17
	3.0	3.5	2.8	1.5	1.3	5.3	4.2	2.5	4.8	4.3	1.4	2.8	1.2	2.5	4.9	2.2
BASE	1908	248	1642	581	1181	549	430	433	236	1005	890	939	491	883	365	746
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	63	7	55	22	36	16	13	18	5	36	27	31	15	25	9	28
	3.3	2.8	3.3	3.8	3.0	2.9	3.0	4.2	2.1	3.6	3.0	3.3	3.1	2.8	2.2	3.8
AGREE SOMEWHAT	228	18	208	74	145	83	49	53	24	122	105	122	58	81	56	87
	11.9	7.3	12.7	12.7	12.3	15.1	11.4	12.2	10.2	12.1	11.8	13.0	11.8	9.2	15.3	11.7
DISAGREE SOMEWHAT	606	80	523	209	401	149	139	130	90	298	303	307	162	308	101	234
	31.8	32.3	31.9	36.0	34.0	27.1	32.3	30.0	38.1	29.7	34.0	32.7	33.0	34.9	27.7	31.4
DISAGREE VERY MUCH	1011	143	856	276	599	301	229	232	117	549	455	479	256	469	200	397
	53.0	57.7	52.1	47.5	50.7	54.8	53.3	53.6	49.6	54.6	51.1	51.0	52.1	53.1	54.8	53.2

26. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

CHECK-OUT COUNTER SPEED A PRIME REASON FOR USING MY SUPERMARKET

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	51	6	43	9	14	29	16	11	6	41	10	21	4	20	17	13
	2.6	2.3	2.5	1.5	1.2	5.0	3.6	2.5	2.4	3.9	1.1	2.2	0.8	2.2	4.4	1.7
BASE	1916	251	1647	581	1182	551	433	433	242	1009	893	945	493	886	367	750
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	240	24	213	56	134	94	53	49	27	136	102	115	54	87	48	95
	12.5	9.6	12.9	9.6	11.3	17.1	12.2	11.3	11.2	13.5	11.4	12.2	11.0	9.8	13.1	12.7
AGREE SOMEWHAT	370	54	310	101	228	106	79	91	41	193	176	187	96	180	73	155
	19.3	21.5	18.8	17.4	19.3	19.2	18.2	21.0	16.9	19.1	19.7	19.8	19.5	20.3	19.9	20.7
DISAGREE SOMEWHAT	635	90	542	218	385	172	136	143	88	342	288	327	176	286	120	229
	33.1	35.9	32.9	37.5	32.6	31.2	31.4	33.0	36.4	33.9	32.3	34.6	35.7	32.3	32.7	30.5
DISAGREE VERY MUCH	671	83	582	206	435	179	165	150	86	338	327	316	167	333	126	271
	35.0	33.1	35.3	35.5	36.8	32.5	38.1	34.6	35.5	33.5	36.6	33.4	33.9	37.6	34.3	36.1

Q5. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

COOKING IS A FORM OF SELF-EXPRESSION

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	45	5	38	8	12	23	14	10	5	35	10	23	5	14	13	14
	2.3	1.9	2.2	1.4	1.0	4.0	3.1	2.3	2.0	3.3	1.1	2.4	1.0	1.5	3.4	1.8
BASE	1922	252	1652	582	1184	557	435	434	243	1015	893	943	492	892	371	749
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	1229	164	1053	353	750	366	275	279	144	652	566	593	312	582	238	499
	63.9	65.1	63.7	60.7	63.3	65.7	63.2	64.3	59.3	64.2	63.4	62.9	63.4	65.2	64.2	66.6
AGREE SOMEWHAT	609	76	527	205	382	168	144	140	89	326	281	309	162	276	116	218
	31.7	30.2	31.9	35.2	32.3	30.2	33.1	32.3	36.6	32.1	31.5	32.8	32.9	30.9	31.3	29.1
DISAGREE SOMEWHAT	64	7	57	22	44	17	12	12	6	32	32	32	14	25	13	23
	3.3	2.8	3.5	3.8	3.7	3.1	2.8	2.8	2.5	3.2	3.6	3.4	2.8	2.8	3.5	3.1
DISAGREE VERY MUCH	20	5	15	2	8	6	4	3	4	5	14	9	4	9	4	9
	1.0	2.0	0.9	0.3	0.7	1.1	0.9	0.7	1.6	0.5	1.6	1.0	0.8	1.0	1.1	1.2

Q6. HOW MUCH YOU AGREE OR DISAGREE WITH EACH STATEMENT

I ENJOY GROCERY SHOPPING

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1957	257	1630	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	39	5	32	9	13	18	13	12	3	29	10	19	4	15	11	11
	2.0	1.9	1.9	1.5	1.1	3.1	2.9	2.7	1.2	2.8	1.1	2.0	0.8	1.7	2.9	1.4
BASE	1928	252	1658	581	1183	562	436	432	245	1021	893	947	493	891	373	752
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	576	91	477	160	289	206	115	133	77	362	208	249	131	269	151	199
	29.9	36.1	28.8	27.5	24.4	36.7	26.4	30.8	31.4	35.5	23.3	26.3	26.6	30.2	40.5	26.5
AGREE SOMEWHAT	721	103	613	231	442	193	168	169	84	376	342	355	183	341	138	274
	37.4	40.9	37.0	39.8	37.4	34.3	38.5	39.1	34.3	36.8	38.3	37.5	37.1	38.3	37.0	36.4
DISAGREE SOMEWHAT	349	36	310	115	241	94	83	69	47	169	178	190	101	167	45	158
	18.1	14.3	18.7	19.8	20.4	16.7	19.0	16.0	19.2	16.6	19.9	20.1	20.5	18.7	12.1	21.0
DISAGREE VERY MUCH	282	22	258	75	211	69	70	61	37	114	165	153	78	114	39	121
	14.6	8.7	15.6	12.9	17.8	12.3	16.1	14.1	15.1	11.2	18.5	16.2	15.8	12.8	10.5	16.1

Q7. REASON TO TRY NEW FOOD PRODUCTS

MORE NUTRITIONAL VALUE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	74	7	66	9	30	40	17	15	14	58	16	35	12	24	22	21
	3.8	2.7	3.9	1.5	2.5	6.9	3.8	3.4	5.6	5.5	1.8	3.6	2.4	2.6	5.7	2.8
BASE	1893	250	1624	581	1166	540	432	429	234	992	887	931	485	882	362	742
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	611	52	551	207	394	187	155	136	68	296	310	309	145	292	111	229
	32.3	20.8	33.9	35.6	33.8	34.6	35.9	31.7	29.1	29.8	34.9	33.2	29.9	33.1	30.7	30.9
POSSIBLE REASON	932	128	797	294	595	240	210	224	113	479	447	460	254	449	171	380
	49.2	51.2	49.1	50.6	51.0	44.4	48.6	52.2	48.3	48.3	50.4	49.4	52.4	50.9	47.2	51.2
NOT A REASON	350	70	276	80	177	113	67	69	53	217	130	152	86	141	80	133
	18.5	28.0	17.0	13.8	15.2	20.9	15.5	16.1	22.6	21.9	14.7	17.4	17.7	16.0	22.1	17.9

Q7. REASON TO TRY NEW FOOD PRODUCTS

CURIOSITY

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	334	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	54	4	48	8	17	30	14	10	9	43	10	24	8	18	19	14
	2.7	1.6	2.8	1.4	1.4	5.2	3.1	2.3	3.6	4.1	1.1	2.5	1.6	2.0	4.9	1.8
BASE	1913	253	1642	582	1179	550	435	434	239	1007	893	942	489	888	365	749
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	797	122	670	261	508	188	184	183	98	416	377	424	215	429	149	320
	41.7	48.2	40.8	44.8	43.1	34.2	42.3	42.2	41.0	41.3	42.2	45.0	44.0	48.3	40.8	42.7
POSSIBLE REASON	969	114	844	286	594	298	210	221	127	505	456	459	247	406	178	392
	50.7	45.1	51.4	49.1	50.4	54.2	48.3	50.9	53.1	50.1	51.1	48.7	50.5	45.7	48.8	52.3
NOT A REASON	147	17	128	35	77	64	41	30	14	86	60	59	27	53	38	37
	7.7	6.7	7.8	6.0	6.5	11.6	9.4	6.9	5.9	8.5	6.7	6.3	5.5	6.0	10.4	4.9

Q7. REASON TO TRY NEW FOOD PRODUCTS

CENTS-OFF COUPON

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	64	9	54	9	24	33	15	12	9	52	12	26	11	22	18	21
	3.3	3.5	3.2	1.5	2.0	5.7	3.3	2.7	3.6	5.0	1.3	2.7	2.2	2.4	4.7	2.8
BASE	1903	248	1636	581	1172	547	434	432	239	998	891	940	486	884	366	742
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	389	27	356	133	246	117	114	79	43	201	184	205	94	186	100	122
	20.4	10.9	21.8	22.9	21.0	21.4	26.3	18.3	18.0	20.1	20.7	21.8	19.3	21.0	27.3	16.4
POSSIBLE REASON	888	106	776	282	569	247	210	192	121	449	439	441	225	409	171	332
	46.7	42.7	47.4	48.5	48.5	45.2	48.4	44.4	50.6	45.0	49.3	46.9	46.3	46.3	46.7	44.7
NOT A REASON	626	115	504	166	357	183	110	161	75	348	269	294	167	299	95	289
	32.9	46.4	30.8	28.6	30.5	33.5	25.3	37.3	31.4	34.9	30.1	31.3	34.4	32.7	26.0	38.8

Q7. REASON TO TRY NEW FOOD PRODUCTS

FREE SAMPLE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	62	7	54	7	13	38	13	11	12	49	13	21	8	21	21	15
	3.2	2.7	3.2	1.2	1.5	6.6	2.9	2.5	4.3	4.7	1.4	2.2	1.6	2.3	5.5	2.0
BASE	1905	250	1636	583	1178	542	436	433	236	1001	890	945	489	885	363	748
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	685	54	623	253	474	165	173	141	75	339	341	374	187	342	144	247
	36.0	21.6	38.1	43.4	40.2	30.4	39.7	32.6	31.8	33.9	38.3	39.6	38.2	38.6	39.7	33.0
POSSIBLE REASON	849	125	719	256	519	238	189	199	112	444	402	407	215	380	156	349
	44.6	50.0	43.9	43.9	44.1	43.9	43.3	46.0	47.5	44.4	45.2	43.1	44.0	42.9	43.0	46.7
NOT A REASON	371	71	294	74	185	139	74	93	49	218	147	164	87	163	63	152
	19.5	28.4	18.0	12.7	15.7	25.6	17.0	21.5	20.8	21.8	16.5	17.4	17.8	18.4	17.4	20.3

Q7. REASON TO TRY NEW FOOD PRODUCTS

ADVERTISING

	TOTAL	MALE	FEMALE TOTAL	FEMALE 18-34	FEMALE 25-54	FEMALE 50+	AREA NORTH EAST	AREA CALI-FORNIA	AREA SOUTH EAST	HOUSEHOLD SIZE 2 OR LESS	HOUSEHOLD SIZE 3 OR MORE	FEMALE-EMP. TOTAL	FEMALE-EMP. FULL TIME/ 20,000	COL-LEGE GRAD OR BETTER	INCOME 20,000 OR LESS	INCOME 35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	334	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	77	7	68	9	27	46	18	17	13	59	17	33	16	25	21	24
	3.9	2.7	4.0	1.5	2.3	7.9	4.0	3.8	5.2	5.6	1.9	3.4	3.2	2.8	5.5	3.1
BASE	1890	250	1622	581	1169	534	431	427	235	991	886	933	481	881	363	739
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	316	38	275	99	199	84	81	56	39	172	143	157	84	142	71	119
	16.7	15.2	17.0	17.0	17.0	15.7	18.8	13.1	16.6	17.4	16.1	16.8	17.5	16.1	19.6	16.1
POSSIBLE REASON	1192	163	1019	375	755	326	272	272	144	606	579	591	303	565	218	468
	63.1	65.2	62.8	64.5	64.6	61.0	63.1	63.7	61.3	61.2	65.3	63.3	63.0	64.1	60.1	63.3
NOT A REASON	382	49	328	107	215	124	78	99	52	213	164	185	94	17[illegible]	74	152
	20.2	19.6	20.2	18.4	18.4	23.2	18.1	23.2	22.1	21.5	18.5	19.8	19.5	19.8	20.4	20.6

Q7. REASON TO TRY NEW FOOD PRODUCTS

HEARD FROM FRIENDS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	53	5	47	7	18	30	12	8	7	38	15	20	7	13	17	16
	2.7	1.9	2.8	1.2	1.5	5.2	2.7	1.8	2.8	3.6	1.7	2.1	1.4	1.4	4.4	2.1
BASE	1914	252	1643	583	1178	550	437	436	241	1012	888	946	490	893	367	747
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	910	101	830	301	577	252	186	209	110	487	412	466	235	454	177	368
	47.5	40.1	48.7	51.6	49.0	45.8	42.6	47.9	45.6	48.1	46.4	49.3	48.0	50.8	48.2	49.3
POSSIBLE REASON	911	138	764	265	554	258	233	205	118	469	439	443	234	400	165	350
	47.6	54.8	46.5	45.5	47.0	46.9	53.3	47.0	49.0	46.3	49.4	46.8	47.8	44.8	45.0	46.9
NOT A REASON	93	13	79	17	47	40	18	22	13	56	37	37	21	39	25	29
	4.9	5.2	4.8	2.9	4.0	7.3	4.1	5.0	5.4	5.5	4.2	3.9	4.3	4.4	6.8	3.9

Q7. REASON TO TRY NEW FOOD PRODUCTS

I'M USUALLY FIRST TO BUY A NEW PRODUCT

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	80	9	69	11	29	45	23	11	11	60	18	31	13	25	23	24
	4.1	3.5	4.1	1.9	2.4	7.8	5.1	2.5	4.4	5.7	2.0	3.2	2.6	2.8	6.0	3.1
BASE	1887	248	1621	579	1167	535	426	433	237	990	885	935	484	881	361	739
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	150	25	120	31	82	54	33	29	23	79	71	69	37	67	20	72
	7.9	10.1	7.4	5.4	7.0	10.1	7.7	6.7	9.7	8.0	8.0	7.4	7.6	7.6	5.5	9.7
POSSIBLE REASON	542	75	456	182	336	142	131	108	78	286	253	253	121	266	106	210
	28.7	30.2	28.7	31.4	28.8	26.5	30.8	24.9	32.9	28.9	28.6	28.1	25.0	30.2	29.4	28.4
NOT A REASON	1195	148	1035	366	749	339	262	296	136	625	561	603	326	548	235	457
	63.3	59.7	63.8	63.2	64.2	63.4	61.5	68.4	57.4	63.1	63.4	64.5	67.4	62.2	65.1	61.8

87. REASON TO TRY NEW FOOD PRODUCTS

GREATER CONVENIENCE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-24	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	82	10	69	11	26	45	19	16	17	62	19	32	12	30	23	25
	4.2	3.9	4.1	1.9	2.2	7.8	4.2	3.6	6.9	5.9	2.1	3.3	2.4	3.3	6.0	3.3
BASE	1885	247	1621	579	1170	535	430	428	231	988	884	934	485	876	361	738
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	384	34	346	104	238	130	79	87	46	217	164	201	117	182	68	161
	20.4	13.8	21.3	18.0	20.3	24.3	18.4	20.3	19.9	22.0	18.6	21.5	24.1	20.8	18.9	21.8
POSSIBLE REASON	983	154	820	320	595	250	225	216	125	517	461	486	246	462	196	381
	52.1	62.3	50.6	55.3	50.9	46.7	52.3	50.5	54.1	52.3	52.1	52.0	50.7	52.7	54.3	51.6
NOT A REASON	518	59	455	155	337	155	126	125	60	254	259	247	122	232	97	196
	27.5	23.9	28.1	26.8	28.8	29.0	29.3	29.2	26.0	25.7	29.3	26.4	25.2	26.5	26.9	26.6

Q7. REASON TO TRY NEW FOOD PRODUCTS .

SATISFIES A PARTICULAR NEED

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1957	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	63	7	54	8	21	37	19	12	8	49	13	26	9	17	16	17
	3.2	2.7	3.2	1.4	1.8	6.4	4.2	2.7	3.2	4.7	1.4	2.7	1.8	1.9	4.2	2.2
BASE	1904	250	1636	582	1175	543	430	432	240	1001	890	940	488	889	368	746
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	874	113	753	273	547	235	185	195	112	469	402	443	243	432	165	366
	45.9	45.2	46.0	46.9	46.6	43.3	43.0	45.1	46.7	46.9	45.2	47.1	49.8	48.6	44.8	49.1
POSSIBLE REASON	865	116	742	275	545	241	213	198	105	439	419	426	215	395	162	328
	45.4	46.4	45.4	47.3	46.4	44.4	49.5	45.8	43.8	43.9	47.1	45.3	44.1	44.4	44.0	44.0
NOT A REASON	165	21	141	34	83	67	32	39	23	93	69	71	30	62	41	52
	8.7	8.4	8.6	5.8	7.1	12.3	7.4	9.0	9.6	9.3	7.8	7.6	6.1	7.0	11.1	7.0

87. REASON TO TRY NEW FOOD PRODUCTS

CHILDREN'S REQUEST

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	105	11	91	26	42	48	28	20	16	86	18	50	23	42	27	31
	5.3	4.3	5.4	4.4	3.5	8.3	6.2	4.5	6.5	8.2	2.0	5.2	4.6	4.6	7.0	4.1
BASE	1862	246	1599	564	1154	532	421	424	232	964	885	916	474	864	357	732
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IMPORTANT REASON	181	13	167	53	139	33	43	35	21	34	146	93	46	79	18	83
	9.7	5.3	10.4	9.4	12.0	6.2	10.2	8.3	9.1	3.5	16.5	10.2	9.7	9.1	5.0	11.3
POSSIBLE REASON	571	65	503	165	412	130	136	124	70	136	434	268	122	245	95	251
	30.7	26.4	31.5	29.3	35.7	24.4	32.3	29.2	30.2	14.1	49.0	29.3	25.7	28.4	26.6	34.3
NOT A REASON	1110	168	929	346	603	369	242	265	141	794	305	555	306	540	244	398
	59.6	68.3	58.1	61.3	52.3	69.4	57.5	62.5	60.8	82.4	34.5	60.6	64.6	62.5	68.3	54.4

Q9. WHICH OF THE FOLLOWING WOULD YOU DO IF YOU WERE DISAPPOINTED WITH A NEW FOOD PRODUCT

DEFINITELY DO

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RETURN TO GROCER	305	45	257	79	177	96	73	86	23	168	133	155	84	150	58	111
	15.5	17.5	15.2	13.4	14.8	16.6	16.3	19.4	9.3	16.0	14.7	16.0	16.9	16.6	15.1	14.5
WRITE LETTER TO MANUFACTURER	297	33	262	102	181	91	82	63	32	170	126	150	76	139	75	88
	15.1	12.8	15.5	17.3	15.1	15.7	18.3	14.2	12.9	16.2	14.0	15.5	15.3	15.3	19.5	11.5
TRY IT AGAIN IMMEDIATELY	118	14	104	28	63	44	29	17	14	56	60	52	24	49	26	51
	6.0	5.4	6.2	4.7	5.3	7.6	6.5	3.8	5.6	5.3	6.6	5.4	4.8	5.4	6.8	6.7
TRY IT AGAIN IN A FEW MONTHS--IT MIGHT HAVE IMPROVED	160	24	134	38	87	55	39	24	21	82	76	70	33	68	38	57
	8.1	9.3	7.9	6.4	7.3	9.5	8.7	5.4	8.5	7.8	8.4	7.2	6.6	7.5	9.9	7.5
RETURN TO MANUFACTURER	170	21	145	43	102	52	56	37	13	88	81	80	41	65	39	53
	8.6	8.2	8.6	7.3	8.5	9.0	12.5	8.3	5.2	8.4	9.0	8.3	8.2	7.2	10.2	6.9
NEVER TRY IT AGAIN	801	111	687	255	500	218	192	188	92	426	371	397	216	383	147	311
	40.7	43.2	40.7	43.2	41.8	37.6	42.8	42.3	37.1	40.6	41.1	41.1	43.5	42.3	38.3	40.8
TRY DIFFERENT PRODUCT IN SAME CATEGORY	398	46	347	136	233	122	78	104	55	227	169	194	94	157	100	135
	20.2	17.9	20.5	23.1	19.2	21.0	17.4	23.4	22.2	21.6	18.6	20.1	18.9	17.3	26.0	17.7
STOP USING ALL OTHER PRODUCTS FROM THAT COMPANY	105	13	90	22	53	47	21	25	12	60	45	37	19	43	23	49
	5.3	5.1	5.3	3.7	4.4	8.1	4.7	5.6	4.8	5.7	5.0	3.8	3.8	4.7	6.0	6.4
TAKE NO ACTION AT ALL	195	24	168	38	99	83	43	41	34	112	82	83	40	63	51	71
	9.9	9.3	9.9	6.4	8.3	14.3	9.6	9.2	13.7	10.7	9.1	8.6	8.0	7.0	13.3	9.3
CONTINUE TO USE	100	11	89	24	58	31	22	24	10	49	49	44	25	37	26	42
	5.1	4.3	5.3	4.1	4.8	5.3	4.9	5.4	4.0	4.7	5.4	4.6	5.0	4.1	6.8	5.5
COMPLAIN TO FRIENDS/ NEIGHBORS	667	99	563	221	419	156	144	165	68	336	326	338	183	313	116	251
	33.9	38.5	33.3	37.5	35.0	26.9	32.1	37.2	27.4	32.0	36.1	35.0	36.8	34.5	30.2	32.9
NONE OF THESE	420	61	354	108	239	138	88	95	64	231	185	203	102	193	70	179
	21.4	23.7	20.9	18.3	20.0	23.8	19.6	21.4	25.8	22.0	20.5	21.0	20.5	21.3	18.2	23.5

89. WHICH OF THE FOLLOWING WOULD YOU DO IF YOU WERE DISAPPOINTED WITH A NEW FOOD PRODUCT

NET (DEFINITELY/MIGHT DO)

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	334	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
RETURN TO GROCER	1606	221	1371	498	979	454	366	356	201	836	759	793	415	748	312	633
	81.6	86.0	81.1	84.4	81.9	78.3	81.5	82.4	81.0	79.6	84.1	82.1	83.5	82.6	81.3	83.0
WRITE LETTER TO MANUFACTURER	1542	208	1320	501	958	417	354	344	193	802	731	781	410	728	304	598
	78.4	80.9	78.1	84.9	80.1	71.9	78.8	77.5	77.8	76.4	81.0	80.8	82.5	80.4	79.2	78.4
TRY IT AGAIN IMMEDIATELY	940	138	793	292	561	261	221	205	121	482	451	459	238	418	195	378
	47.8	53.7	46.9	49.5	46.9	45.0	49.2	46.2	48.8	45.9	49.9	47.5	47.9	46.1	50.8	49.5
TRY IT AGAIN IN A FEW MONTHS--IT MIGHT HAVE IMPROVED	1117	153	952	337	677	329	248	247	141	570	537	540	282	481	220	430
	56.8	59.5	56.3	57.1	56.6	56.7	55.2	55.6	56.9	54.3	59.5	55.9	56.7	53.1	57.3	56.4
RETURN TO MANUFACTURER	1159	163	983	383	712	309	275	262	143	591	562	581	309	532	230	451
	58.9	63.4	58.2	64.9	59.5	53.3	61.2	59.0	57.7	56.3	62.2	60.1	62.2	58.7	59.9	59.1
NEVER TRY IT AGAIN	1756	237	1501	545	1080	490	395	404	215	928	816	863	454	826	336	695
	89.3	92.2	88.8	92.4	90.3	84.5	88.0	91.0	86.7	88.4	90.4	89.3	91.3	91.2	87.5	91.1
TRY DIFFERENT PRODUCT IN SAME CATEGORY	1588	217	1356	499	972	444	349	374	194	832	744	780	401	733	311	610
	80.7	84.4	80.2	84.6	81.3	76.6	77.7	84.2	78.2	79.2	82.4	80.7	80.7	80.9	81.0	79.9
STOP USING ALL OTHER PRODUCTS FROM THAT COMPANY	1159	176	970	350	678	341	251	271	136	617	534	557	292	517	235	443
	58.9	68.5	57.4	59.3	56.7	58.8	55.9	61.0	54.8	58.8	59.1	57.7	58.8	57.1	61.2	58.1
TAKE NO ACTION AT ALL	1335	191	1130	412	798	375	291	286	180	697	629	654	346	608	261	537
	67.9	74.3	66.9	69.8	66.7	64.7	64.8	64.4	72.6	66.4	69.7	67.7	69.6	67.1	68.0	70.4
CONTINUE TO USE	832	132	693	262	493	222	186	177	108	421	403	405	208	365	175	319
	42.3	51.4	41.0	44.4	41.2	38.3	41.4	39.9	43.5	40.1	44.6	41.9	41.9	40.3	45.6	41.8
COMPLAIN TO FRIENDS/ NEIGHBORS	1632	217	1399	513	1026	440	367	366	206	836	786	808	433	764	303	644
	83.0	84.4	82.8	86.9	85.8	75.9	81.7	82.4	83.1	79.6	87.0	83.6	87.1	84.3	78.9	84.4
NONE OF THESE	40	5	34	9	21	13	8	10	4	24	16	20	7	18	9	15
	2.0	1.9	2.0	1.5	1.8	2.2	1.8	2.3	1.6	2.3	1.8	2.1	1.4	2.0	2.3	2.0

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

SPEND LESS ON MY FOOD BUDGET

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	334	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	85	10	72	10	33	43	24	16	12	58	25	33	10	30	22	30
	4.3	3.9	4.3	1.7	2.8	7.4	5.3	3.6	4.8	5.5	2.8	3.4	2.0	3.3	5.7	3.9
BASE	1882	247	1618	580	1163	537	425	428	236	992	878	933	487	876	362	733
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	323	27	291	94	194	106	85	67	40	177	143	167	71	136	91	88
	17.2	10.9	18.0	16.2	16.7	19.7	20.0	15.7	16.9	17.8	16.3	17.9	14.6	15.5	25.1	12.0
MAY OR MAY NOT DO	754	75	670	263	480	228	170	171	92	391	358	383	211	341	152	274
	40.1	30.4	41.4	45.3	41.3	42.5	40.0	40.0	39.0	39.4	40.8	41.1	43.3	38.9	42.0	37.4
PROBABLY WON'T DO	610	108	499	170	367	161	129	148	77	329	278	295	155	295	86	275
	32.4	43.7	30.8	29.3	31.6	30.0	30.4	34.6	32.6	33.2	31.7	31.6	31.8	33.7	23.8	37.5
DEFINITELY WON'T DO	195	37	158	53	122	42	41	42	27	95	99	88	50	104	33	96
	10.4	15.0	9.8	9.1	10.5	7.8	9.6	9.8	11.4	9.6	11.3	9.4	10.3	11.9	9.1	13.1

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

BE MORE SELECTIVE IN THE QUALITY OF FOOD PRODUCTS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	394	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	59	6	51	10	28	24	19	12	6	41	17	28	9	20	13	21
	3.0	2.3	3.0	1.7	2.3	4.1	4.2	2.7	2.4	3.9	1.9	2.9	1.8	2.2	3.4	2.8
BASE	1908	251	1639	580	1168	556	430	432	242	1009	886	938	488	886	371	742
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	1291	138	1138	373	780	432	293	293	163	683	595	613	303	586	250	486
	67.7	55.0	69.4	64.3	66.8	77.7	68.1	67.8	67.4	67.7	67.2	65.4	62.1	66.1	67.4	65.5
MAY OR MAY NOT DO	468	73	392	163	303	99	108	98	64	243	225	256	150	231	85	199
	24.5	29.1	23.9	28.1	25.9	17.8	25.1	22.7	26.4	24.1	25.4	27.3	30.7	26.1	22.9	26.8
PROBABLY WON'T DO	119	31	88	36	66	21	19	32	10	67	52	53	28	59	27	45
	6.2	12.4	5.4	6.2	5.7	3.8	4.4	7.4	4.1	6.6	5.9	5.7	5.7	6.7	7.3	6.1
DEFINITELY WON'T DO	30	9	21	8	19	4	10	9	5	16	14	16	7	10	9	12
	1.6	3.6	1.3	1.4	1.6	0.7	2.3	2.1	2.1	1.6	1.6	1.7	1.4	1.1	2.4	1.5

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

BUY MORE LOWER PRICED BRANDS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	936	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	76	8	66	9	33	38	21	14	10	53	21	33	11	26	19	23
	3.9	3.1	3.9	1.5	2.8	6.6	4.7	3.2	4.0	5.0	2.3	3.4	2.2	2.9	4.9	3.0
BASE	1891	249	1624	581	1163	542	428	430	238	997	882	933	486	880	365	740
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	359	30	326	139	241	93	90	74	41	187	172	196	85	171	96	97
	19.0	12.0	20.1	23.9	20.7	17.2	21.0	17.2	17.2	18.8	19.5	21.0	17.5	19.4	26.3	13.1
MAY OR MAY NOT DO	944	124	811	297	582	262	207	224	121	494	444	472	252	451	164	374
	49.9	49.8	49.9	51.1	50.0	48.3	48.4	52.1	50.8	49.5	50.3	50.6	51.9	51.2	44.9	50.5
PROBABLY WON'T DO	391	57	329	115	240	109	81	99	46	205	184	182	106	185	66	180
	20.7	22.9	20.3	19.8	20.6	20.1	18.9	23.0	19.3	20.6	20.9	19.5	21.8	21.0	18.1	24.3
DEFINITELY WON'T DO	197	38	158	30	100	78	50	33	30	111	82	83	43	73	39	89
	10.4	15.3	9.7	5.2	8.6	14.4	11.7	7.7	12.6	11.1	9.3	8.9	8.8	8.3	10.7	12.0

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

INVESTIGATE FOODS I HAVEN'T TRIED BEFORE

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	80	7	71	9	36	46	21	14	7	56	22	30	10	22	19	27
	4.1	2.7	4.2	1.5	3.0	7.9	4.7	3.2	2.8	5.3	2.4	3.1	2.0	2.4	4.9	3.5
BASE	1887	250	1619	581	1160	534	428	430	241	994	881	936	487	884	365	736
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	435	56	372	127	265	130	105	100	58	231	198	214	103	206	92	156
	23.1	22.4	23.0	21.9	22.8	24.3	24.5	23.3	24.1	23.2	22.5	22.9	21.1	23.3	25.2	21.2
MAY OR MAY NOT DO	1008	139	863	332	626	266	229	232	133	524	481	506	262	480	183	395
	53.4	55.6	53.3	57.1	54.0	49.8	53.5	54.0	55.2	52.7	54.6	54.1	53.8	54.3	50.1	53.7
PROBABLY WON'T DO	377	43	329	109	232	115	73	84	41	204	172	184	103	176	78	154
	20.0	17.2	20.3	18.8	20.0	21.5	17.1	19.5	17.0	20.5	19.5	19.7	21.1	19.9	21.4	20.9
DEFINITELY WON'T DO	67	12	55	13	37	23	21	14	9	35	30	32	19	22	12	31
	3.6	4.8	3.4	2.2	3.2	4.3	4.9	3.3	3.7	3.5	3.4	3.4	3.9	2.5	3.3	4.2

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

BE MORE CREATIVE IN MY TREATMENT OF LEFTOVERS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	71	9	60	8	29	39	20	13	9	54	16	31	10	22	19	23
	3.6	3.5	3.6	1.4	2.4	6.7	4.5	2.9	3.6	5.1	1.8	3.2	2.0	2.4	4.9	3.0
BASE	1896	248	1630	582	1167	541	429	431	239	996	887	935	487	884	365	740
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	1044	127	905	325	622	325	250	244	120	554	480	510	266	454	226	353
	55.1	51.2	55.5	55.8	53.3	60.1	58.3	56.6	50.2	55.6	54.1	54.5	54.6	51.4	61.9	47.7
MAY OR MAY NOT DO	599	72	524	186	390	158	118	135	85	303	294	302	163	314	100	262
	31.6	29.0	32.1	32.0	33.4	29.2	27.5	31.3	35.6	30.4	33.1	32.3	33.5	35.5	27.4	35.4
PROBABLY WON'T DO	197	34	160	57	121	48	49	38	28	103	93	95	44	91	31	96
	10.4	13.7	9.8	9.8	10.4	8.9	11.4	8.8	11.7	10.3	10.5	10.2	9.0	10.3	8.5	13.0
DEFINITELY WON'T DO	56	15	41	14	34	10	12	14	6	36	20	28	14	25	8	29
	3.0	6.0	2.5	2.4	2.9	1.8	2.8	3.2	2.5	3.6	2.3	3.0	2.9	2.8	2.2	3.9

Q19. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

EAT OUT LESS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	67	8	57	10	27	34	18	12	8	46	19	25	7	24	18	20
	3.4	3.1	3.4	1.7	2.3	5.9	4.0	2.7	3.2	4.4	2.1	2.6	1.4	2.6	4.7	2.6
BASE	1900	249	1633	580	1169	546	431	432	240	1004	884	941	490	882	366	743
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	769	93	668	247	465	233	194	174	106	377	388	369	188	363	179	251
	40.5	37.3	40.9	42.6	39.8	42.7	45.0	40.3	44.2	37.5	43.9	39.2	38.4	41.2	48.9	33.8
MAY OR MAY NOT DO	610	76	530	194	388	171	144	133	70	335	272	316	163	279	113	229
	32.1	30.5	32.5	33.4	33.2	31.3	33.4	30.8	29.2	33.4	30.8	33.6	33.3	31.6	30.9	30.8
PROBABLY WON'T DO	389	53	332	108	246	102	66	94	47	215	171	194	109	177	58	197
	20.5	21.3	20.3	18.6	21.0	18.7	15.3	21.8	19.6	21.4	19.3	20.6	22.2	20.1	15.8	26.5
DEFINITELY WON'T DO	132	27	103	31	70	40	27	31	17	77	53	62	30	63	16	66
	6.9	10.8	6.3	5.3	6.0	7.3	6.3	7.2	7.1	7.7	6.0	6.6	6.1	7.1	4.4	8.9

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

USE MORE CENTS-OFF COUPONS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	79	8	68	13	35	37	17	17	13	54	22	31	14	30	18	27
	4.0	3.1	4.0	2.2	2.9	6.4	3.8	3.8	5.2	5.1	2.4	3.2	2.8	3.3	4.7	3.5
BASE	1888	249	1622	577	1161	543	432	427	235	996	881	935	483	876	366	736
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	949	91	849	309	603	289	252	193	119	475	470	473	224	437	214	311
	50.3	36.5	52.3	53.6	51.9	53.2	58.3	45.2	50.6	47.7	53.3	50.6	46.4	49.9	58.5	42.3
MAY OR MAY NOT DO	565	62	499	171	356	168	117	125	75	302	261	279	150	251	102	247
	29.9	24.9	30.8	29.6	30.7	30.9	27.1	29.3	31.9	30.3	29.6	29.8	31.1	28.7	27.9	33.6
PROBABLY WON'T DO	261	61	197	73	148	61	47	75	35	144	114	137	85	137	35	117
	13.8	24.5	12.1	12.7	12.7	11.2	10.9	17.6	14.9	14.5	12.9	14.7	17.6	15.6	9.6	15.9
DEFINITELY WON'T DO	113	35	77	24	54	25	16	34	6	75	36	46	24	51	15	61
	6.0	14.1	4.7	4.2	4.7	4.6	3.7	8.0	2.6	7.5	4.1	4.9	5.0	5.8	4.1	8.3

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

BUY FEWER 'CONVENIENCE ITEMS'

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	334	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	84	10	73	16	39	36	21	18	9	56	27	35	14	34	17	30
	4.3	3.9	4.3	2.7	3.3	6.2	4.7	4.1	3.6	5.3	3.0	3.6	2.8	3.8	4.4	3.9
BASE	1883	247	1617	574	1157	544	428	426	239	994	876	931	483	872	367	733
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	956	95	854	301	617	286	216	223	123	496	453	471	229	434	192	333
	50.8	38.5	52.8	52.4	53.3	52.6	50.5	52.3	51.5	49.9	51.7	50.6	47.4	49.8	52.3	45.4
MAY OR MAY NOT DO	627	90	531	192	378	179	150	127	86	322	304	312	171	298	120	267
	33.3	36.4	32.8	33.4	32.7	32.9	35.0	29.8	36.0	32.4	34.7	33.5	35.4	34.2	32.7	36.4
PROBABLY WON'T DO	227	46	176	64	124	55	46	59	23	127	96	117	63	106	42	99
	12.1	18.6	10.9	11.1	10.7	10.1	10.7	13.8	9.6	12.8	11.0	12.6	13.0	12.2	11.4	13.5
DEFINITELY WON'T DO	73	16	56	17	38	24	15	17	7	49	23	31	20	34	13	34
	3.9	6.5	3.5	3.0	3.3	4.4	3.7	4.0	2.9	4.9	2.6	3.3	4.1	3.9	3.5	4.6

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

EXPERIMENT MORE WITH SPICES AND SAUCES TO IMPROVE BASIC FOODS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	80	8	71	11	34	40	23	14	10	55	23	34	15	28	20	28
	4.1	3.1	4.2	1.9	2.8	6.9	5.1	3.2	4.0	5.2	2.5	3.5	3.0	3.1	5.2	3.7
BASE	1887	249	1619	579	1162	540	426	430	238	995	880	932	482	878	364	735
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	938	110	818	306	572	282	211	211	114	504	426	468	232	445	200	338
	49.7	44.2	50.5	52.8	49.2	52.2	49.5	49.1	47.9	50.7	48.4	50.2	48.1	50.7	54.9	46.0
MAY OR MAY NOT DO	672	104	563	212	429	159	143	161	89	332	338	335	179	308	115	276
	35.6	41.8	34.8	36.6	36.9	29.4	33.6	37.4	37.4	33.4	38.4	35.9	37.1	35.1	31.6	37.6
PROBABLY WON'T DO	231	24	203	55	140	83	59	52	28	131	99	115	65	103	36	101
	12.2	9.6	12.5	9.5	12.0	15.4	13.8	12.1	11.8	13.2	11.2	12.3	13.5	11.7	9.9	13.7
DEFINITELY WON'T DO	46	11	35	6	21	16	13	6	7	28	17	14	6	22	13	20
	2.4	4.4	2.2	1.0	1.8	3.0	3.1	1.4	2.9	2.8	1.9	1.5	1.2	2.5	3.6	2.7

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

SHOP LESS OFTEN

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	530	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	82	11	69	11	32	41	19	16	11	60	20	33	12	27	20	28
	4.2	4.3	4.1	1.9	2.7	7.1	4.2	3.6	4.4	5.7	2.2	3.4	2.4	3.0	5.2	3.7
BASE	1885	246	1621	579	1164	539	430	428	237	990	883	933	485	879	364	735
	100.0	100.0	100.0	100.0	100.0	100 0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	538	29	502	155	347	189	124	104	71	267	267	280	140	237	111	200
	28.5	11.8	31.0	26.8	29.8	35.1	28.8	24.3	30.0	27.0	30.2	30.0	28.9	27.0	30.5	27.2
MAY OR MAY NOT DO	637	75	558	192	397	189	123	151	80	336	298	320	159	287	131	242
	33.8	30.5	34.4	33.2	34.1	35.1	28.6	35.3	33.8	33.9	33.7	34.3	32.8	32.7	36.0	32.9
PROBABLY WON'T DO	535	99	433	184	322	129	129	130	69	302	231	259	148	266	89	216
	28.4	40.2	26.7	31.8	27.7	23.9	30.0	30.4	29.1	30.5	26.2	27.8	30.5	30.3	24.5	29.4
DEFINITELY WON'T DO	175	43	128	48	98	32	54	43	17	85	87	74	38	89	33	77
	9.3	17.5	7.9	8.3	8.4	5.9	12.6	10.0	7.2	8.6	9.9	7.9	7.8	10.1	9.1	10.5

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

DO MORE BAKING

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	905	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	77	7	68	12	32	41	18	17	9	52	23	31	12	28	17	27
	3.9	2.7	4.0	2.0	2.7	7.1	4.0	3.8	3.6	5.0	2.5	3.2	2.4	3.1	4.4	3.5
BASE	1890	250	1622	578	1164	539	431	427	239	998	880	935	485	878	367	736
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	657	46	600	228	413	209	161	135	77	312	340	308	141	286	158	210
	34.8	18.4	37.0	39.4	35.5	38.8	37.4	31.6	32.2	31.3	38.6	32.9	29.1	32.6	43.1	28.5
MAY OR MAY NOT DO	657	87	568	214	426	159	142	148	93	344	311	352	190	315	124	243
	34.8	34.8	35.0	37.0	36.6	29.5	32.9	34.7	38.9	34.5	35.3	37.6	39.2	35.9	33.8	33.0
PROBABLY WON'T DO	403	81	318	114	233	110	90	111	49	240	161	189	103	194	61	182
	21.3	32.4	19.6	19.7	20.0	20.4	20.9	26.0	20.5	24.0	18.3	20.2	21.2	22.1	16.6	24.7
DEFINITELY WON'T DO	173	36	136	22	92	61	38	33	20	102	68	86	51	83	24	101
	9.2	14.4	8.4	3.8	7.9	11.3	8.8	7.7	8.4	10.2	7.7	9.2	10.5	9.5	6.5	13.7

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

SHOP CLOSER TO HOME

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	88	10	77	15	44	40	22	21	9	59	28	39	17	33	17	30
	4.5	3.9	4.6	2.5	3.7	6.9	4.9	4.7	3.6	5.6	3.1	4.0	3.4	3.6	4.4	3.9
BASE	1879	247	1613	575	1152	540	427	423	239	991	875	927	480	873	367	733
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	705	54	644	204	427	257	163	145	89	381	315	352	175	297	155	257
	37.5	21.9	39.9	35.5	37.1	47.6	38.2	34.3	37.2	38.4	36.0	38.0	36.5	34.0	42.2	35.1
MAY OR MAY NOT DO	577	72	498	185	355	154	122	132	79	294	281	299	144	251	120	206
	30.7	29.1	30.9	32.2	30.8	28.5	28.6	31.2	33.1	29.7	32.1	32.3	30.0	29.9	32.7	28.1
PROBABLY WON'T DO	407	81	323	128	260	87	95	103	52	212	194	191	109	213	58	179
	21.7	32.8	20.0	22.3	22.6	16.1	22.2	24.3	21.8	21.4	22.2	20.6	22.7	24.4	15.8	24.4
DEFINITELY WON'T DO	190	40	148	58	110	42	47	43	19	104	85	35	52	102	34	91
	10.1	16.2	9.2	10.1	9.5	7.8	11.0	10.2	7.9	10.5	9.7	9.2	10.8	11.7	9.3	12.4

211. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

COOK LESS OFTEN

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LESE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	100	10	89	15	48	48	24	18	15	68	31	45	18	33	23	33
	5.1	3.9	5.3	2.5	4.0	8.3	5.3	4.1	6.0	6.5	3.4	4.7	3.6	3.6	6.0	4.3
BASE	1867	247	1601	575	1148	532	425	426	233	982	872	921	479	873	361	730
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	95	10	84	11	45	45	19	23	14	61	34	45	20	35	25	32
	5.1	4.0	5.2	1.9	3.9	8.5	4.5	5.4	6.0	6.2	3.9	4.9	4.2	4.0	6.9	4.4
MAY OR MAY NOT DO	361	27	332	118	220	125	84	81	52	203	155	198	93	169	83	129
	19.3	10.9	20.7	20.5	19.2	23.5	19.8	19.0	22.3	20.7	17.8	21.5	19.4	19.4	23.0	17.7
PROBABLY WON'T DO	704	109	586	228	416	185	161	160	95	377	322	351	187	342	128	268
	37.7	44.1	36.6	39.7	36.2	34.8	37.9	37.6	40.8	38.4	36.9	38.1	39.0	39.2	35.5	36.7
DEFINITELY WON'T DO	707	101	599	218	467	177	161	162	72	341	361	327	179	327	125	301
	37.9	40.9	37.4	37.9	40.7	33.3	37.9	38.0	30.9	34.7	41.4	35.5	37.4	37.5	34.6	41.2

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

DO MY OWN CANNING

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	94	10	31	12	38	49	26	21	8	65	27	35	15	28	23	32
	4.8	3.9	4.8	2.0	3.2	8.4	5.8	4.7	3.2	6.2	3.0	3.6	3.0	3.1	6.0	4.2
BASE	1873	247	1609	578	1158	531	423	423	240	985	876	931	482	878	361	731
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	375	35	339	121	235	115	80	64	45	175	198	167	84	150	82	123
	20.0	14.2	21.1	20.9	20.3	21.7	18.9	15.1	18.8	17.8	22.6	17.9	17.4	17.1	22.7	16.8
MAY OR MAY NOT DO	341	33	304	124	230	94	58	81	37	179	161	185	96	153	74	114
	18.2	13.4	18.9	21.5	19.9	17.7	13.7	19.1	15.4	18.2	18.4	19.9	19.9	17.1	20.5	15.6
PROBABLY WON'T DO	424	62	356	131	256	106	102	113	55	225	195	227	109	216	80	171
	22.6	25.1	22.1	22.7	22.1	20.0	24.1	26.7	22.9	22.8	22.3	24.4	22.6	24.6	22.2	23.4
DEFINITELY WON'T DO	733	117	610	202	437	216	183	165	103	406	322	352	193	362	125	323
	39.1	47.4	37.9	34.9	37.7	40.7	43.3	39.0	42.9	41.2	36.8	37.8	40.0	41.2	34.6	44.2

211. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

BUY FEWER SNACK PRODUCTS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	86	10	74	12	38	39	24	16	8	58	25	40	15	32	21	31
	4.4	3.9	4.4	2.0	3.2	6.7	5.3	3.6	3.2	5.5	2.8	4.1	3.0	3.5	5.5	4.1
BASE	1881	247	1616	578	1158	541	425	428	240	992	878	926	482	874	363	732
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	997	110	878	295	621	305	227	232	122	537	452	501	239	474	217	361
	53.0	44.5	54.3	51.0	53.6	56.4	53.4	54.2	50.8	54.1	51.5	54.1	49.6	54.2	59.8	49.3
MAY OR MAY NOT DO	525	66	455	182	339	129	110	114	80	250	273	256	154	237	78	218
	27.9	26.7	28.2	31.5	29.3	23.8	25.9	26.6	33.3	25.2	31.1	27.6	32.0	27.1	21.5	29.8
PROBABLY WON'T DO	214	42	171	76	134	46	51	49	18	108	106	105	59	107	37	92
	11.4	17.0	10.6	13.1	11.6	8.5	12.0	11.4	7.5	10.9	12.1	11.3	12.2	12.2	10.2	12.6
DEFINITELY WON'T DO	145	29	112	25	64	61	37	33	20	97	47	64	30	56	31	61
	7.7	11.7	6.9	4.3	5.5	11.3	8.7	7.7	8.3	9.8	5.4	6.9	6.2	6.4	8.5	8.3

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

GROW MY OWN VEGETABLES/FRUITS

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	73	8	63	9	27	40	17	17	9	52	19	29	11	22	21	21
	3.7	3.1	3.7	1.5	2.3	6.9	3.8	3.8	3.6	5.0	2.1	3.0	2.2	2.4	5.5	2.8
BASE	1894	249	1627	581	1169	540	432	427	239	998	884	937	486	884	363	742
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	616	62	550	218	403	172	146	131	65	297	317	304	144	279	131	211
	32.5	24.9	33.8	37.5	34.5	31.9	33.8	30.7	27.2	29.8	35.9	32.4	29.6	31.6	36.1	28.4
MAY OR MAY NOT DO	427	57	356	144	288	88	91	97	46	211	212	232	123	208	70	163
	22.5	22.9	22.5	24.8	24.6	16.3	21.1	22.7	19.2	21.1	24.0	24.8	25.3	23.5	19.3	22.0
PROBABLY WON'T DO	325	44	278	94	201	83	74	75	53	159	165	165	95	153	54	143
	17.2	17.7	17.1	16.2	17.2	15.4	17.1	17.6	22.2	15.9	18.7	17.6	19.5	17.3	14.9	19.3
DEFINITELY WON'T DO	526	86	433	125	277	197	121	124	75	331	190	236	124	244	108	225
	27.8	34.5	26.6	21.5	23.7	36.5	28.0	29.0	31.4	33.2	21.5	25.2	25.5	27.6	29.8	30.3

Q11. HOW MUCH THE CONTINUING PROBLEM OF RISING PRICES AND THE NEED TO CONSERVE ENERGY WILL AFFECT YOUR BEHAVIOR OVER THE NEXT 3 MONTHS

BUY FOOD IN BULK OR BY THE CASE

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	71	8	61	9	27	39	17	15	10	51	18	28	10	23	18	24
	3.6	3.1	3.6	1.5	2.3	6.7	3.8	3.4	4.0	4.9	2.0	2.9	2.0	2.5	4.7	3.1
BASE	1896	249	1629	581	1169	541	432	429	238	999	885	938	487	883	366	739
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DO	332	34	295	96	224	84	74	82	37	131	201	157	83	127	64	128
	17.5	13.7	18.1	16.5	19.2	15.5	17.1	19.1	15.5	13.1	22.7	17.8	17.0	14.4	17.5	17.3
MAY OR MAY NOT DO	538	66	467	204	357	127	115	131	62	250	284	280	147	257	90	189
	28.4	26.5	28.7	35.1	30.5	23.5	26.6	30.5	26.1	25.0	32.1	29.9	30.2	29.1	24.6	25.6
PROBABLY WON'T DO	480	78	398	145	292	119	116	105	58	255	222	245	124	240	100	183
	25.3	31.3	24.4	25.0	25.0	22.0	26.9	24.5	24.4	25.5	25.1	26.1	25.5	27.2	27.3	24.8
DEFINITELY WON'T DO	546	71	469	136	296	211	127	111	81	363	178	246	133	259	112	239
	28.8	28.5	28.8	23.4	25.3	39.0	29.4	25.9	34.0	36.3	20.1	26.2	27.3	29.3	30.6	32.3

Q12. CHECK OFF THE CATEGORY WHICH BEST REPRESENTS YOUR ATTITUDE TOWARD THE FOLLOWING FOOD ADDITIVES AND INGREDIENTS

CYCLAMATES

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	76	10	63	8	26	41	18	14	12	52	21	25	7	30	23	18
	3.9	3.9	3.7	1.4	2.2	7.1	4.0	3.2	4.8	5.0	2.3	2.6	1.4	3.3	6.0	2.4
BASE	1891	247	1627	582	1170	539	431	430	236	998	882	941	490	876	361	745
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GOOD FOR YOU	5	*	5	*	1	4	1	1	*	5	*	2	*	1	1	*
	0.3		0.3		0.1	0.7	0.2	0.2		0.5		0.2		0.1	0.3	
NOT HARMFUL	104	17	85	16	43	53	16	16	19	69	35	47	20	45	26	37
	5.5	6.9	5.2	2.7	3.7	9.8	3.7	3.7	8.1	6.9	4.0	5.0	4.1	5.1	7.2	5.0
I AM NOT CONCERNED	378	59	315	99	229	111	60	93	43	210	166	186	107	161	72	173
	20.0	23.9	19.4	17.0	19.6	20.6	13.9	21.6	18.2	21.0	18.8	19.8	21.8	18.4	19.9	23.2
PROBABLY HARMFUL	1130	139	981	387	757	265	305	263	140	556	569	593	314	578	203	436
	59.8	56.3	60.3	66.5	64.7	49.2	70.8	61.2	59.3	55.7	64.5	63.0	64.1	66.0	56.2	58.5
DON'T KNOW	274	32	241	80	140	106	49	57	34	158	112	113	49	91	59	99
	14.5	13.0	14.8	13.7	12.0	19.7	11.4	13.3	14.4	15.8	12.7	12.0	10.0	10.4	16.3	13.3

Q12. CHECK OFF THE CATEGORY WHICH BEST REPRESENTS YOUR ATTITUDE TOWARD THE FOLLOWING FOOD ADDITIVES AND INGREDIENTS

SACCHARINE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	334	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	49	7	41	7	18	27	9	10	9	37	10	14	5	16	15	13
	2.5	2.7	2.4	1.2	1.5	4.7	2.0	2.3	3.6	3.5	1.1	1.4	1.0	1.8	3.9	1.7
BASE	1918	250	1649	583	1178	553	440	434	239	1013	893	952	492	890	369	750
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GOOD FOR YOU	12	3	9	1	3	6	1	1	3	10	2	5	3	4	4	3
	0.6	1.2	0.5	0.2	0.3	1.1	0.2	0.2	1.3	1.0	0.2	0.5	0.6	0.4	1.1	0.4
NOT HARMFUL	171	21	146	37	71	84	21	38	26	118	52	86	39	75	41	60
	8.9	8.4	8.9	6.3	6.0	15.2	4.8	8.8	10.9	11.6	5.8	9.0	7.9	8.4	11.1	8.0
I AM NOT CONCERNED	546	85	456	138	329	163	114	130	59	298	243	259	144	233	100	241
	28.5	34.0	27.7	23.7	27.9	29.5	25.9	30.0	24.7	29.4	27.2	27.2	29.3	26.2	27.1	32.1
PROBABLY HARMFUL	1020	116	895	370	686	235	271	228	127	486	528	536	277	522	186	392
	53.2	46.4	54.3	63.5	58.2	42.5	61.6	52.5	53.1	48.0	59.1	56.3	56.3	58.7	50.4	52.3
DON'T KNOW	169	25	143	37	89	65	33	37	24	101	68	56	29	56	38	54
	8.8	10.0	8.7	6.3	7.5	11.8	7.5	8.5	10.0	10.0	7.6	6.9	5.9	6.3	10.3	7.2

Q12. CHECK OFF THE CATEGORY WHICH BEST REPRESENTS YOUR ATTITUDE TOWARD THE FOLLOWING FOOD ADDITIVES AND INGREDIENTS

SUGAR

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LESE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	590	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	59	6	51	6	24	31	11	13	12	39	17	21	9	21	9	24
	3.0	2.3	3.0	1.0	2.0	5.3	2.4	2.9	4.8	3.7	1.9	2.2	1.8	2.3	2.3	3.1
BASE	1908	251	1639	584	1172	549	438	431	236	1011	886	945	488	885	375	739
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GOOD FOR YOU	50	7	42	7	21	24	12	5	3	28	22	19	11	18	10	16
	2.6	2.8	2.6	1.2	1.8	4.4	2.7	1.2	1.3	2.8	2.5	2.0	2.3	2.0	2.7	2.2
NOT HARMFUL	302	45	254	93	163	86	62	53	44	162	138	138	78	137	67	113
	15.8	17.9	15.5	15.9	13.9	15.7	14.2	12.3	18.6	16.0	15.6	14.6	16.0	15.5	17.9	15.3
I AM NOT CONCERNED	462	61	397	139	291	125	115	108	56	237	222	225	120	203	93	175
	24.2	24.3	24.2	23.8	24.8	22.8	26.3	25.1	23.7	23.4	25.1	23.8	24.6	22.9	24.8	23.7
PROBABLY HARMFUL	1041	129	903	330	666	297	236	254	124	556	480	542	269	513	192	423
	54.6	51.4	55.1	56.5	56.8	54.1	53.9	58.9	52.5	55.0	54.2	57.4	55.1	58.0	51.2	57.2
DON'T KNOW	53	9	43	15	31	17	13	11	9	28	24	21	10	14	13	12
	2.8	3.6	2.6	2.6	2.6	3.1	3.0	2.6	3.8	2.8	2.7	2.2	2.0	1.6	3.5	1.6

Q12. CHECK OFF THE CATEGORY WHICH BEST REPRESENTS YOUR ATTITUDE TOWARD THE FOLLOWING FOOD ADDITIVES AND INGREDIENTS

SALT

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	49	7	41	6	21	23	10	13	11	36	11	21	8	19	8	18
	2.5	2.7	2.4	1.0	1.8	4.0	2.2	2.9	4.4	3.4	1.2	2.2	1.6	2.1	2.1	2.4
BASE	1918	250	1649	584	1175	557	439	431	237	1014	892	945	489	887	376	745
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GOOD FOR YOU	37	7	30	6	20	11	8	3	5	20	17	17	11	14	8	13
	1.9	2.8	1.8	1.0	1.7	2.0	1.8	0.7	2.1	2.0	1.9	1.8	2.2	1.6	2.1	1.7
NOT HARMFUL	255	36	217	88	155	62	49	45	37	130	124	126	67	112	59	79
	13.3	14.4	13.2	15.1	13.2	11.1	11.2	10.4	15.5	12.8	13.9	13.3	13.7	12.6	15.7	10.6
I AM NOT CONCERNED	512	74	431	179	323	116	110	130	66	265	243	258	134	234	100	194
	26.7	29.6	26.1	30.7	27.5	20.8	25.1	30.2	27.8	26.1	27.2	27.3	27.4	26.4	26.6	26.0
PROBABLY HARMFUL	1066	123	934	301	651	350	262	243	124	574	485	525	265	511	198	443
	55.6	49.2	56.6	51.5	55.4	62.8	59.7	56.4	52.3	56.6	54.4	55.6	54.2	57.6	52.7	59.5
DON'T KNOW	48	10	37	10	26	18	10	10	5	25	23	19	12	16	11	16
	2.5	4.0	2.2	1.7	2.2	3.2	2.3	2.3	2.1	2.5	2.6	2.0	2.5	1.8	2.9	2.1

Q12. CHECK OFF THE CATEGORY WHICH BEST REPRESENTS YOUR ATTITUDE TOWARD THE FOLLOWING FOOD ADDITIVES AND INGREDIENTS

STARCH

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	73	9	63	6	33	37	14	14	14	47	24	30	15	25	7	34
	3.7	3.5	3.7	1.0	2.8	6.4	3.1	3.2	5.6	4.5	2.7	3.1	3.0	2.8	1.8	4.5
BASE	1894	248	1627	584	1163	543	435	430	234	1003	879	936	482	881	377	729
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GOOD FOR YOU	61	15	46	18	35	14	18	8	3	28	33	27	19	31	8	24
	3.2	6.0	2.8	3.1	3.0	2.6	4.1	1.9	1.3	2.8	3.8	2.9	3.9	3.5	2.1	3.3
NOT HARMFUL	408	54	353	137	244	113	86	79	60	217	191	200	107	213	78	159
	21.5	21.8	21.7	23.5	21.0	20.8	19.8	18.4	25.6	21.6	21.7	21.4	22.2	24.2	20.7	21.8
I AM NOT CONCERNED	686	101	577	228	438	157	154	169	82	349	333	335	174	326	126	265
	36.2	40.7	35.5	39.0	37.7	28.9	35.4	39.3	35.0	34.8	37.9	35.8	36.1	37.0	33.4	36.4
PROBABLY HARMFUL	577	59	509	154	338	210	133	140	68	330	241	297	139	247	134	226
	30.5	23.8	31.3	26.4	29.1	38.7	30.6	32.6	29.1	32.9	27.4	31.7	28.8	28.0	35.5	31.0
DON'T KNOW	162	19	142	47	108	49	44	34	21	79	81	77	43	64	31	55
	8.6	7.7	8.7	8.0	9.3	9.0	10.1	7.9	9.0	7.9	9.2	8.2	8.9	7.3	8.2	7.5

Q12. CHECK OFF THE CATEGORY WHICH BEST REPRESENTS YOUR ATTITUDE TOWARD THE FOLLOWING FOOD ADDITIVES AND INGREDIENTS

COLORING

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	58	6	50	7	23	33	12	11	7	41	14	22	13	19	9	19
	2.9	2.3	3.0	1.2	1.9	5.7	2.7	2.5	2.8	3.9	1.6	2.3	2.6	2.1	2.3	2.5
BASE	1909	251	1640	583	1173	547	437	433	241	1009	889	944	484	887	375	744
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GOOD FOR YOU	3	1	2	*	*	2	1	*	1	1	2	*	*	*	1	1
	0.2	0.4	0.1			0.4	0.2		0.4	0.1	0.2				0.3	0.1
NOT HARMFUL	166	34	130	42	67	67	31	25	27	105	59	76	38	75	36	54
	8.7	13.5	7.9	7.2	5.7	12.2	7.1	5.8	11.2	10.4	6.6	8.1	7.9	8.5	9.6	7.3
I AM NOT CONCERNED	466	79	381	129	280	115	78	122	59	251	213	226	118	214	89	207
	24.4	31.5	23.2	22.1	23.9	21.0	17.8	28.2	24.5	24.9	24.0	23.9	24.4	24.1	23.7	27.8
PROBABLY HARMFUL	1044	95	939	364	705	277	289	239	118	526	514	547	279	535	198	398
	54.7	37.8	57.3	62.4	60.1	50.6	66.1	55.2	49.0	52.1	57.8	57.9	57.6	56.9	52.8	53.5
DON'T KNOW	230	42	188	48	121	86	38	47	36	126	101	95	49	93	51	84
	12.0	16.7	11.5	8.2	10.3	15.7	8.7	10.9	14.9	12.5	11.4	10.1	10.1	10.5	13.6	11.3

Q12. CHECK OFF THE CATEGORY WHICH BEST REPRESENTS YOUR ATTITUDE TOWARD THE FOLLOWING FOOD ADDITIVES AND INGREDIENTS

CHEMICAL PRESERVATIVES

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	57	6	50	6	22	33	12	13	8	40	15	20	10	22	9	15
	2.9	2.3	3.0	1.0	1.8	5.7	2.7	2.9	3.2	3.8	1.7	2.1	2.0	2.4	2.3	2.0
BASE	1910	251	1640	584	1174	547	437	431	240	1010	888	946	487	884	375	748
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GOOD FOR YOU	16	4	10	1	8	3	2	3	3	4	7	8	5	7	3	6
	0.8	1.6	0.6	0.2	0.7	0.5	0.5	0.7	1.2	0.4	0.8	0.8	1.0	0.8	0.9	0.8
NOT HARMFUL	76	14	62	27	34	26	11	17	14	47	28	26	10	41	20	26
	4.0	5.6	3.8	4.6	2.9	4.8	2.5	3.9	5.8	4.7	3.2	2.7	2.1	4.6	5.3	3.5
I AM NOT CONCERNED	261	40	218	70	159	72	35	69	29	147	114	129	71	108	42	116
	13.7	15.9	13.3	12.0	13.5	13.2	8.0	16.0	12.1	14.6	12.8	13.6	14.6	12.2	11.2	15.5
PROBABLY HARMFUL	1376	167	1195	447	876	375	361	309	161	702	668	707	361	657	266	539
	72.0	66.5	72.9	76.5	74.6	68.6	82.6	71.7	67.1	69.5	75.2	74.7	74.1	74.3	70.9	72.1
DON'T KNOW	181	26	155	39	97	71	28	33	33	110	71	76	40	71	44	61
	9.5	10.4	9.5	6.7	8.3	13.0	6.4	7.7	13.7	10.9	8.0	8.0	8.2	8.0	11.7	8.2

Q12. CHECK OFF THE CATEGORY WHICH BEST REPRESENTS YOUR ATTITUDE TOWARD THE FOLLOWING FOOD ADDITIVES AND INGREDIENTS

VITAMINS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	44	5	37	4	15	27	8	11	10	30	11	16	6	17	8	14
	2.2	1.9	2.2	0.7	1.3	4.7	1.8	2.5	4.0	2.9	1.2	1.7	1.2	1.9	2.1	1.8
BASE	1923	252	1653	586	1181	553	441	433	238	1020	892	950	491	889	376	749
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GOOD FOR YOU	1237	151	1078	397	775	336	283	271	157	660	572	611	317	581	233	475
	64.3	59.9	65.2	67.7	65.6	60.8	64.2	62.6	66.0	64.7	64.1	64.3	64.6	65.4	62.0	63.4
NOT HARMFUL	335	41	289	97	204	108	85	84	35	184	151	167	78	156	70	134
	17.4	16.3	17.5	16.6	17.3	19.5	19.3	19.4	14.7	18.0	16.9	17.6	15.9	17.5	18.6	17.9
I AM NOT CONCERNED	233	39	192	64	144	68	45	57	31	121	110	111	64	98	47	100
	12.1	15.5	11.6	10.9	12.2	12.3	10.2	13.2	13.0	11.9	12.3	11.7	13.0	11.0	12.5	13.4
PROBABLY HARMFUL	40	7	32	12	17	12	8	6	7	19	19	23	13	27	9	16
	2.1	2.8	1.9	2.0	1.4	2.2	1.8	1.4	2.9	1.9	2.1	2.4	2.6	3.0	2.4	2.1
DON'T KNOW	78	14	62	16	41	29	20	15	8	36	40	38	19	27	17	24
	4.1	5.6	3.8	2.7	3.5	5.2	4.5	3.5	3.4	3.5	4.5	4.0	3.9	3.0	4.5	3.2

Q12. CHECK OFF THE CATEGORY WHICH BEST REPRESENTS YOUR ATTITUDE TOWARD THE FOLLOWING FOOD ADDITIVES AND INGREDIENTS

CAFFEINE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	500	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	55	5	48	8	25	26	8	15	10	35	17	23	10	23	9	22
	2.8	1.9	2.8	1.4	2.1	4.5	1.8	3.4	4.0	3.3	1.9	2.4	2.0	2.5	2.3	2.9
BASE	1912	252	1642	582	1171	554	441	429	238	1015	886	943	487	883	375	741
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GOOD FOR YOU	19	2	15	3	7	8	2	2	3	9	7	8	6	8	5	8
	1.0	0.8	0.9	0.5	0.6	1.4	0.5	0.5	1.3	0.9	0.8	0.8	1.2	0.9	1.3	1.1
NOT HARMFUL	142	17	123	43	77	45	29	30	25	74	68	71	27	66	39	50
	7.4	6.7	7.5	7.4	6.6	8.1	6.6	7.0	10.5	7.3	7.7	7.5	5.5	7.5	10.4	6.7
I AM NOT CONCERNED	605	102	499	183	386	151	135	150	71	323	281	293	159	276	111	243
	31.6	40.5	30.4	31.4	33.0	27.3	30.6	35.0	29.8	31.8	31.7	31.1	32.6	31.3	29.6	32.8
PROBABLY HARMFUL	1088	120	958	338	668	332	260	236	129	581	501	544	278	511	208	424
	56.9	47.6	58.3	58.1	57.0	59.9	59.0	55.0	54.2	57.2	56.5	57.7	57.1	57.9	55.5	57.2
DON'T KNOW	58	11	47	15	33	18	15	11	10	28	29	27	17	22	12	16
	3.0	4.4	2.9	2.6	2.8	3.2	3.4	2.6	4.2	2.8	3.3	2.9	3.5	2.5	3.2	2.2

Q12. CHECK OFF THE CATEGORY WHICH BEST REPRESENTS YOUR ATTITUDE TOWARD THE FOLLOWING FOOD ADDITIVES AND INGREDIENTS

NATURAL GRAINS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	41	5	35	4	17	22	8	10	10	30	9	15	6	16	5	14
	2.1	1.9	2.1	0.7	1.4	3.8	1.8	2.3	4.0	2.9	1.0	1.6	1.2	1.8	1.3	1.8
BASE	1926	252	1655	586	1179	558	441	434	238	1020	894	951	491	890	379	749
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
GOOD FOR YOU	1485	175	1296	466	925	434	344	345	179	774	704	738	379	690	288	586
	77.1	69.4	78.3	79.5	78.5	77.8	78.0	79.5	75.2	75.9	78.7	77.6	77.2	77.5	76.0	78.2
NOT HARMFUL	214	37	175	59	123	64	51	37	32	114	96	100	46	105	49	70
	11.1	14.7	10.6	10.1	10.4	11.5	11.6	8.5	13.4	11.2	10.7	10.5	9.4	11.8	12.9	9.3
I AM NOT CONCERNED	157	28	127	47	97	38	29	42	17	89	67	83	48	71	28	72
	8.2	11.1	7.7	8.0	8.2	6.8	6.6	9.7	7.1	8.7	7.5	8.7	9.8	8.0	7.4	9.6
PROBABLY HARMFUL	13	2	10	3	5	4	2	2	1	6	7	5	4	8	4	6
	0.7	0.8	0.6	0.5	0.4	0.7	0.5	0.5	0.4	0.6	0.8	0.5	0.8	0.9	1.1	0.8
DON'T KNOW	57	10	47	11	29	18	15	8	9	37	20	25	14	16	10	15
	3.0	4.0	2.8	1.9	2.5	3.2	3.4	1.8	3.8	3.6	2.2	2.6	2.9	1.8	2.6	2.0

613A. HOW OFTEN ARE YOU EATING EACH OF THE FOLLOWING TYPES OF FOOD. ARE YOU EATING MORE OR LESS OFTEN THAN 2 YEARS AGO

CHINESE FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LESE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	334	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	57	6	49	4	15	36	17	10	5	41	13	18	9	17	18	12
	2.9	2.3	2.9	0.7	1.3	6.2	3.8	2.3	2.0	3.9	1.4	1.9	1.8	1.9	4.7	1.6
BASE	1910	251	1641	586	1181	544	432	434	243	1009	890	948	488	889	366	751
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE	726	91	632	275	486	160	157	174	97	385	339	385	197	378	140	300
	38.0	36.3	38.5	46.9	41.2	29.4	36.3	40.1	39.9	38.2	38.1	40.6	40.4	42.5	38.3	39.9
SAME	883	124	749	227	529	278	193	198	110	459	417	415	215	392	159	348
	46.2	49.4	45.6	38.7	44.8	51.1	44.7	45.6	45.3	45.5	46.9	43.8	44.1	44.1	43.2	46.3
LESS	301	36	260	84	166	106	82	62	36	165	134	148	76	119	68	103
	15.8	14.3	15.8	14.3	14.1	19.5	19.0	14.3	14.8	16.4	15.1	15.6	15.6	13.4	18.6	13.7

Q13A. HOW OFTEN ARE YOU EATING EACH OF THE FOLLOWING TYPES OF FOOD. ARE YOU EATING MORE OR LESS OFTEN THAN 2 YEARS AGO

ITALIAN FOOD

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	56	5	49	4	11	36	11	9	12	43	10	18	7	20	22	11
	2.8	1.9	2.9	0.7	0.9	6.2	2.4	2.0	4.8	4.1	1.1	1.9	1.4	2.2	5.7	1.4
BASE	1911	252	1641	586	1185	544	438	435	236	1007	893	948	490	886	362	752
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE	533	78	452	223	344	100	151	117	56	254	276	282	146	274	100	202
	27.9	31.0	27.5	38.1	29.0	18.4	34.5	26.9	23.7	25.2	30.9	29.7	29.8	30.9	27.6	26.9
SAME	1114	135	967	301	695	345	248	237	144	584	524	547	274	485	208	443
	58.3	53.6	58.9	51.4	58.6	63.4	56.6	54.5	61.0	58.0	58.7	57.7	55.9	54.7	57.5	58.9
LESS	264	39	222	62	146	99	39	81	36	169	93	119	70	127	54	107
	13.8	15.5	13.5	10.6	12.3	18.2	8.9	18.6	15.3	16.8	10.4	12.6	14.3	14.3	14.9	14.2

Q13A. HOW OFTEN ARE YOU EATING EACH OF THE FOLLOWING TYPES OF FOOD. ARE YOU EATING MORE OR LESS OFTEN THAN 2 YEARS AGO

MEXICAN FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	127	12	112	9	43	78	42	12	24	90	33	50	21	35	39	30
	6.5	4.7	6.6	1.5	3.6	13.4	9.4	2.7	9.7	8.6	3.7	5.2	4.2	3.9	10.2	3.9
BASE	1840	245	1578	581	1153	502	407	432	224	960	870	916	476	871	345	733
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE	589	77	508	239	402	107	68	177	56	296	292	328	185	296	93	235
	32.0	31.4	32.2	41.1	34.9	21.3	16.7	41.0	25.0	30.8	33.6	35.8	38.9	34.0	27.0	32.1
SAME	790	119	666	231	493	207	181	199	98	411	373	368	184	383	146	331
	42.9	48.6	42.2	39.8	42.5	41.2	44.5	46.1	43.8	42.8	42.9	40.2	38.7	44.0	42.3	45.2
LESS	461	49	474	111	261	188	158	56	70	253	205	220	107	192	106	167
	25.1	20.0	25.6	19.1	22.6	37.5	38.8	13.0	31.3	26.4	23.6	24.0	22.5	22.0	30.7	22.8

Q13A. HOW OFTEN ARE YOU EATING EACH OF THE FOLLOWING TYPES OF FOOD. ARE YOU EATING MORE OR LESS OFTEN THAN 2 YEARS AGO

SPANISH FOOD

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	202	17	182	31	96	106	54	38	29	128	70	81	36	69	50	59
	10.3	6.6	10.8	5.3	8.0	18.3	12.0	8.6	11.7	12.2	7.8	8.4	7.2	7.6	13.0	7.7
BASE	1765	240	1508	559	1100	474	395	406	219	922	833	885	461	837	334	704
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE	153	29	122	58	93	28	27	61	15	78	73	81	43	81	24	67
	8.7	12.1	8.1	10.4	8.5	5.9	6.8	15.0	6.8	8.5	8.8	9.2	9.3	9.7	7.2	9.5
SAME	947	136	806	312	611	216	202	222	116	473	469	476	244	493	169	382
	53.7	56.7	53.4	55.8	55.5	45.6	51.1	54.7	53.0	51.3	56.3	53.8	52.9	57.7	50.6	54.3
LESS	665	75	580	189	396	230	166	123	88	371	291	328	174	273	141	255
	37.7	31.3	38.5	33.8	36.0	48.5	42.0	30.3	40.2	40.2	34.9	37.1	37.7	32.6	42.2	36.2

Q13A. HOW OFTEN ARE YOU EATING EACH OF THE FOLLOWING TYPES OF FOOD. ARE YOU EATING MORE OR LESS OFTEN THAN 2 YEARS AGO

JAPANESE FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	197	20	174	25	89	101	58	37	23	121	72	81	32	65	52	53
	10.0	7.8	10.3	4.2	7.4	17.4	12.9	8.3	9.3	11.5	8.0	8.4	6.4	7.2	13.5	6.9
BASE	1770	237	1516	565	1107	479	391	407	225	929	831	885	465	841	332	710
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE	328	57	267	123	203	68	64	103	36	187	137	172	92	179	57	141
	18.5	24.1	17.6	21.8	18.3	14.2	16.4	25.3	16.0	20.1	16.5	19.4	19.8	21.3	17.2	19.9
SAME	915	111	798	313	603	225	195	195	122	455	455	462	237	446	162	382
	51.7	46.8	52.6	55.4	54.5	47.0	49.9	47.9	54.2	49.0	54.8	52.2	51.0	53.0	48.8	53.8
LESS	527	69	451	129	301	186	132	109	67	287	239	251	136	216	113	187
	29.8	29.1	29.7	22.8	27.2	38.8	33.8	26.8	29.8	30.9	28.8	28.4	29.2	25.7	34.0	26.3

Q13A. HOW OFTEN ARE YOU EATING EACH OF THE FOLLOWING TYPES OF FOOD. ARE YOU EATING MORE OR LESS OFTEN THAN 2 YEARS AGO

FRENCH FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	138	15	120	16	59	73	34	29	15	83	50	49	19	39	40	36
	7.0	5.8	7.1	2.7	4.9	12.6	7.6	6.5	6.0	7.9	5.5	5.1	3.8	4.3	10.4	4.7
BASE	1829	242	1570	574	1137	507	415	415	233	967	853	917	478	867	344	727
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE	545	91	449	208	356	105	136	117	79	281	259	252	145	303	70	255
	29.8	37.6	28.6	36.2	31.3	20.7	32.8	28.2	33.9	29.1	30.4	28.6	30.3	34.9	20.3	35.1
SAME	912	121	782	268	555	256	207	208	109	473	436	463	241	439	175	360
	49.9	50.0	49.8	46.7	48.8	50.5	49.9	50.1	46.8	48.9	51.1	50.5	50.4	50.6	50.9	49.5
LESS	372	30	339	98	226	146	72	90	45	213	158	192	92	125	99	112
	20.3	12.4	21.6	17.1	19.9	28.8	17.3	21.7	19.3	22.0	18.5	20.9	19.2	14.4	28.8	15.4

Q13A. HOW OFTEN ARE YOU EATING EACH OF THE FOLLOWING TYPES OF FOOD. ARE YOU EATING MORE OR LESS OFTEN THAN 2 YEARS AGO

VEGETARIAN FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	181	20	155	29	84	82	44	43	23	117	60	69	35	60	41	53
	9.2	7.8	9.2	4.9	7.0	14.1	9.8	9.7	9.3	11.1	6.6	7.1	7.0	6.6	10.7	6.9
BASE	1786	237	1535	561	1112	498	405	401	225	933	843	897	462	846	343	710
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE	569	53	512	216	394	135	134	138	58	306	261	322	156	300	112	221
	31.9	22.4	33.4	38.5	35.4	27.1	33.1	34.4	25.8	32.8	31.0	35.9	33.8	35.5	32.7	31.1
SAME	766	110	649	226	453	232	172	159	106	406	355	365	192	374	151	312
	42.9	46.4	42.3	40.3	40.7	46.6	42.5	39.7	47.1	43.5	42.1	40.7	41.6	44.2	44.0	43.9
LESS	451	74	374	119	265	131	99	104	61	221	227	210	114	172	80	177
	25.3	31.2	24.4	21.2	23.8	26.3	24.4	25.9	27.1	23.7	26.9	23.4	24.7	20.3	23.3	24.9

Q13A. HOW OFTEN ARE YOU EATING EACH OF THE FOLLOWING TYPES OF FOOD. ARE YOU EATING MORE OR LESS OFTEN THAN 2 YEARS AGO

OUTDOOR BARBEQUE

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	94	10	79	11	29	51	24	19	19	60	30	33	14	31	24	28
	4.8	3.9	4.7	1.9	2.4	8.8	5.3	4.3	7.7	5.7	3.3	3.4	2.8	3.4	6.3	3.7
BASE	1873	247	1611	579	1167	529	425	425	229	990	873	933	483	875	360	735
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE	718	98	617	316	508	106	153	174	83	354	364	383	211	370	126	288
	38.3	39.7	38.3	54.6	43.5	20.0	36.0	40.9	36.2	35.8	41.7	41.1	43.7	42.3	35.0	39.2
SAME	781	102	673	186	472	262	179	170	91	397	377	388	196	348	138	323
	41.7	41.3	41.8	32.1	40.4	49.5	42.1	40.0	39.7	40.1	43.2	41.6	40.6	39.8	38.3	43.9
LESS	374	47	321	77	187	161	93	81	55	239	132	162	76	157	96	124
	20.0	19.0	19.9	13.3	16.0	30.4	21.9	19.1	24.0	24.1	15.1	17.4	15.7	17.9	26.7	16.9

Q13B. WHERE DO YOU EAT THIS TYPE OF FOOD

CHINESE FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	394	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	58	10	47	6	14	30	15	11	10	45	11	22	10	19	14	16
	2.9	3.9	2.8	1.0	1.2	5.2	3.3	2.5	4.0	4.3	1.2	2.3	2.0	2.1	3.6	2.1
BASE	1909	247	1643	584	1182	550	434	433	238	1005	892	944	487	887	370	747
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AT HOME	245	24	219	76	154	80	62	49	33	118	125	134	62	99	60	76
	12.8	9.7	13.3	13.0	13.0	14.5	14.3	11.3	13.9	11.7	14.0	14.2	12.7	11.2	16.2	10.2
WHEN EATING OUT	684	97	574	178	380	232	154	150	99	403	278	318	174	307	131	278
	35.8	39.3	34.9	30.5	32.1	42.2	35.5	34.6	41.6	40.1	31.2	33.7	35.7	34.6	35.4	37.2
BOTH	856	117	736	302	584	180	188	214	89	413	438	439	222	442	150	358
	44.8	47.4	44.8	51.7	49.4	32.7	43.3	49.4	37.4	41.1	49.1	46.5	45.6	49.8	40.5	47.9
NEITHER	124	9	114	28	64	58	30	20	17	71	51	53	29	39	29	35
	6.5	3.6	6.9	4.8	5.4	10.5	6.9	4.6	7.1	7.1	5.7	5.6	6.0	4.4	7.8	4.7

Q13B. WHERE DO YOU EAT THIS TYPE OF FOOD

ITALIAN FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	394	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	66	11	54	6	17	36	15	11	14	52	11	23	11	24	16	18
	3.4	4.3	3.2	1.0	1.4	6.2	3.3	2.5	5.6	5.0	1.2	2.4	2.2	2.6	4.2	2.4
BASE	1901	246	1636	584	1179	544	434	433	234	998	892	943	486	882	369	745
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AT HOME	561	72	483	161	330	178	125	136	72	274	284	273	128	228	121	190
	29.5	29.3	29.5	27.6	28.0	32.7	28.8	31.4	30.8	27.5	31.8	29.0	26.3	25.9	32.9	25.5
WHEN EATING OUT	226	42	191	46	104	87	32	50	35	158	65	97	48	108	49	90
	11.9	17.1	11.1	7.9	8.8	16.0	7.4	11.5	15.0	15.8	7.3	10.3	9.9	12.2	13.3	12.1
BOTH	1028	122	897	364	704	238	266	230	114	509	515	543	294	520	175	439
	54.1	49.6	54.8	62.3	59.7	43.8	61.3	53.1	48.7	51.0	57.7	57.6	60.5	59.0	47.6	58.9
NEITHER	86	10	75	13	41	41	11	17	13	57	28	30	16	26	23	26
	4.5	4.1	4.6	2.2	3.5	7.5	2.5	3.9	5.6	5.7	3.1	3.2	3.3	2.9	6.3	3.5

Q13B. WHERE DO YOU EAT THIS TYPE OF FOOD

MEXICAN FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	118	17	99	10	43	68	34	13	27	79	34	40	19	38	31	33
	6.0	6.6	5.9	1.7	3.6	11.7	7.6	2.9	10.9	7.5	3.8	4.1	3.8	4.2	8.1	4.3
BASE	1849	240	1591	580	1153	512	415	431	221	971	869	926	478	868	353	730
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AT HOME	245	29	215	77	158	64	62	51	33	97	147	118	50	106	53	80
	13.3	12.1	13.5	13.3	13.7	12.5	14.9	11.8	14.9	10.0	16.9	12.7	10.5	12.2	15.0	11.0
WHEN EATING OUT	500	80	415	156	299	138	99	117	65	308	189	275	153	264	101	209
	27.0	33.3	26.1	26.9	25.9	27.0	23.9	27.1	29.4	31.7	21.7	29.7	32.0	30.4	28.6	28.5
BOTH	684	90	588	256	460	129	62	245	58	334	348	353	177	325	118	285
	37.0	37.5	37.0	44.1	39.9	25.2	14.9	56.8	26.2	34.4	40.0	38.1	37.0	37.4	33.4	39.0
NEITHER	420	41	373	91	236	181	192	18	65	232	185	180	98	173	81	157
	22.7	17.1	23.4	15.7	20.5	35.4	46.3	4.2	29.4	23.9	21.3	19.4	20.5	19.9	22.9	21.5

Q139. WHERE DO YOU EAT THIS TYPE OF FOOD

SPANISH FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	148	18	127	18	65	78	36	27	25	104	41	54	22	53	35	42
	7.5	7.0	7.5	3.1	5.4	13.4	8.0	6.1	10.1	9.9	4.5	5.6	4.4	5.8	9.1	5.5
BASE	1819	239	1563	572	1131	502	413	417	223	946	862	912	475	853	349	721
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AT HOME	203	38	165	69	118	46	43	42	25	93	109	92	43	92	46	73
	11.2	15.9	10.6	12.1	10.4	9.2	10.4	10.1	11.2	9.8	12.6	10.1	9.1	10.8	13.9	10.1
WHEN EATING OUT	443	70	368	139	261	118	94	131	57	264	174	228	112	240	92	202
	24.4	29.3	23.5	24.3	23.1	23.5	22.8	31.4	25.6	27.9	20.2	25.0	23.6	28.1	26.4	28.0
BOTH	317	46	268	91	199	88	55	113	29	156	159	163	89	129	54	118
	17.4	19.2	17.1	15.9	17.6	17.5	13.3	27.1	13.0	16.5	18.4	17.9	18.7	15.1	15.5	16.4
NEITHER	856	85	762	273	553	250	221	131	112	433	420	429	231	392	155	329
	47.1	35.6	48.8	47.7	48.9	49.8	53.5	31.4	50.2	45.8	48.7	47.0	48.6	46.0	44.4	45.5

Q13B. WHERE DO YOU EAT THIS TYPE OF FOOD

JAPANESE FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	126	15	110	16	51	68	34	19	26	89	35	50	23	43	34	39
	6.4	5.8	6.5	2.7	4.3	11.7	7.5	4.3	10.5	8.5	3.9	5.2	4.6	4.7	8.9	5.1
BASE	1841	242	1580	574	1145	512	415	425	222	961	868	916	474	863	350	724
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AT HOME	143	21	121	40	82	41	29	21	24	75	68	63	23	61	33	45
	7.8	8.7	7.7	7.0	7.2	8.0	7.0	4.9	10.8	7.8	7.8	6.9	4.9	7.1	9.4	6.2
WHEN EATING OUT	699	107	586	238	437	169	147	190	85	381	311	370	195	374	126	320
	38.0	44.2	37.1	41.5	38.2	33.0	35.4	44.7	38.3	39.6	35.8	40.4	41.1	43.3	36.0	44.2
BOTH	323	55	266	104	214	71	58	84	33	161	158	164	80	144	49	132
	17.5	22.7	16.8	18.1	18.7	13.9	14.0	19.8	14.9	16.8	18.2	17.9	16.9	16.7	14.0	18.2
NEITHER	676	59	607	192	412	231	181	130	80	344	331	319	176	284	142	227
	36.7	24.4	38.4	33.4	36.0	45.1	43.5	30.6	36.0	35.8	38.1	34.8	37.1	32.9	40.6	31.4

Q13B. WHERE DO YOU EAT THIS TYPE OF FOOD

FRENCH FOOD

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967 100.0	257 100.0	1690 100.0	590 100.0	1196 100.0	580 100.0	449 100.0	444 100.0	248 100.0	1050 100.0	903 100.0	966 100.0	497 100.0	906 100.0	384 100.0	763 100.0
NO ANSWER	116 5.9	13 5.1	100 5.9	14 2.4	47 3.9	60 10.3	28 6.2	21 4.7	19 7.7	79 7.5	34 3.8	41 4.2	16 3.2	35 3.9	30 7.8	35 4.6
BASE	1851 100.0	244 100.0	1590 100.0	576 100.0	1149 100.0	520 100.0	421 100.0	423 100.0	229 100.0	971 100.0	869 100.0	925 100.0	481 100.0	871 100.0	354 100.0	728 100.0
AT HOME	280 15.1	44 18.0	230 14.5	80 13.9	153 13.3	83 16.0	60 14.3	67 15.8	30 13.1	147 15.1	129 14.8	132 14.3	69 14.3	131 15.0	65 18.4	90 12.4
WHEN EATING OUT	471 25.4	60 24.6	409 25.7	158 27.4	302 26.3	138 26.5	104 24.7	115 27.2	54 23.6	257 26.5	210 24.2	248 26.8	133 27.7	230 26.4	74 20.9	192 26.4
BOTH	762 41.2	114 46.7	642 40.4	247 42.9	495 43.1	171 32.9	192 45.6	161 38.1	107 46.7	397 40.9	363 41.8	377 40.8	199 41.4	416 47.8	114 32.2	360 49.5
NEITHER	338 18.3	26 10.7	309 19.4	91 15.8	199 17.3	128 24.6	65 15.4	80 18.9	38 16.6	170 17.5	167 19.2	168 18.2	80 16.6	94 10.8	101 28.5	86 11.8

Q13B. WHERE DO YOU EAT THIS TYPE OF FOOD

VEGETARIAN FOOD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	137	21	113	17	51	70	35	29	22	97	36	48	26	43	30	42
	7.0	8.2	6.7	2.9	4.3	12.1	7.8	6.5	8.9	9.2	4.0	5.0	5.2	4.7	7.8	5.5
BASE	1830	236	1577	573	1145	510	414	415	226	953	867	918	471	863	354	721
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AT HOME	577	63	509	181	352	182	130	121	78	315	260	292	134	272	127	204
	31.5	26.7	32.3	31.6	30.7	35.7	31.4	29.2	34.5	33.1	30.0	31.8	28.5	31.5	35.9	28.3
WHEN EATING OUT	91	16	72	31	53	20	17	21	16	49	41	45	30	52	21	40
	5.0	6.8	4.6	5.4	4.6	3.9	4.1	5.1	7.1	5.1	4.7	4.9	6.4	6.0	5.9	5.5
BOTH	439	54	381	169	290	99	102	111	45	229	205	248	127	231	81	188
	24.0	22.9	24.2	29.5	25.3	19.4	24.6	26.7	19.9	24.0	23.6	27.0	27.0	26.8	22.9	26.1
NEITHER	723	103	615	192	450	209	165	162	87	360	361	333	180	308	125	289
	39.5	43.6	39.0	33.5	39.3	41.0	39.9	39.0	38.5	37.8	41.6	36.3	38.2	35.7	35.3	40.1

Q13B. WHERE DO YOU EAT THIS TYPE OF FOOD

OUTDOOR BARBEQUE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	243	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	96	13	81	11	30	54	25	15	21	75	18	34	18	34	19	34
	4.9	5.1	4.8	1.9	2.5	9.3	5.6	3.4	8.5	7.1	2.0	3.5	3.6	3.8	4.9	4.5
BASE	1871	244	1609	579	1166	526	424	429	227	975	885	932	479	872	365	729
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AT HOME	1330	173	1144	435	872	333	305	313	157	664	660	672	345	646	235	542
	71.1	70.9	71.1	75.1	74.8	63.3	71.9	73.0	69.2	68.1	74.6	72.1	72.0	74.1	64.4	74.3
WHEN EATING OUT	72	12	60	17	29	32	16	13	11	51	18	32	15	24	25	20
	3.8	4.9	3.7	2.9	2.5	6.1	3.8	3.0	4.8	5.2	2.0	3.4	3.1	2.8	6.8	2.7
BOTH	309	45	263	107	193	76	57	73	39	156	151	168	86	144	62	120
	16.5	18.4	16.3	18.5	16.6	14.4	13.4	17.0	17.2	16.0	17.1	18.0	18.0	16.5	17.0	16.5
NEITHER	160	14	142	20	72	85	46	30	20	104	56	60	33	58	43	47
	8.6	5.7	8.8	3.5	6.2	16.2	10.8	7.0	8.8	10.7	6.3	6.4	6.9	6.7	11.8	6.4

Q14. I FIND THAT PEOPLE OFTEN ASK MY ADVICE ABOUT...

COOKING TECHNIQUES

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	583	449	444	248	1050	903	966	497	906	334	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	62	5	54	5	24	34	17	11	5	42	16	30	17	21	14	16
	3.2	1.9	3.2	0.8	2.0	5.9	3.8	2.5	2.0	4.0	1.8	3.1	3.4	2.3	3.6	2.1
BASE	1905	252	1636	585	1172	546	432	433	243	1008	887	936	480	885	370	747
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	838	115	711	229	491	263	196	191	101	443	390	408	200	391	170	329
	44.0	45.6	43.5	39.1	41.9	48.2	45.4	44.1	41.6	43.9	44.0	43.6	41.7	44.2	45.9	44.0
AGREE SOMEWHAT	826	102	719	266	515	241	182	183	112	440	382	409	217	390	160	328
	43.4	40.5	43.9	45.5	43.9	44.1	42.1	42.3	46.1	43.7	43.1	43.7	45.2	42.9	43.2	43.9
DISAGREE SOMEWHAT	174	27	147	69	118	27	37	44	20	88	85	89	41	79	31	60
	9.1	10.7	9.0	11.8	10.1	4.9	8.6	10.2	8.2	8.7	9.6	9.5	8.5	8.9	8.4	8.0
DISAGREE VERY MUCH	67	8	59	21	48	15	17	15	10	37	30	30	22	35	9	30
	3.5	3.2	3.6	3.6	4.1	2.7	3.9	3.5	4.1	3.7	3.4	3.2	4.6	4.0	2.4	4.0

Q14. I FIND THAT PEOPLE OFTEN ASK MY ADVICE ABOUT...

COOKING EQUIPMENT

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	86	9	74	4	31	53	23	13	12	61	21	39	20	31	26	20
	4.4	3.5	4.4	0.7	2.6	9.1	5.1	2.9	4.8	5.8	2.3	4.0	4.0	3.4	6.8	2.6
BASE	1881	248	1616	586	1165	527	426	431	236	989	882	927	477	875	358	743
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	506	83	416	126	287	154	112	119	57	264	235	245	129	248	84	228
	26.9	33.5	25.7	21.5	24.6	29.2	26.3	27.6	24.2	26.7	26.6	26.4	27.0	28.3	23.5	30.7
AGREE SOMEWHAT	820	110	705	269	507	228	177	193	105	434	383	406	202	357	169	312
	43.6	44.4	43.6	45.9	43.5	43.3	41.5	44.8	44.5	43.9	43.4	43.8	42.3	40.8	47.2	42.0
DISAGREE SOMEWHAT	395	40	351	142	268	95	99	82	44	208	187	207	98	194	77	139
	21.0	16.1	21.7	24.2	23.0	18.0	23.2	19.0	18.6	21.0	21.2	22.3	20.5	22.2	21.5	18.7
DISAGREE VERY MUCH	160	15	144	49	103	50	38	37	30	83	77	69	48	76	28	64
	8.5	6.0	8.9	8.4	8.8	9.5	8.9	8.6	12.7	8.4	8.7	7.4	10.1	8.7	7.8	8.6

Q14. I FIND THAT PEOPLE OFTEN ASK MY ADVICE ABOUT...

MENUS AND RECIPES

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	46	7	38	4	15	26	13	9	4	29	14	13	8	15	16	8
	2.3	2.7	2.2	0.7	1.3	4.5	2.9	2.0	1.6	2.8	1.6	1.3	1.6	1.7	4.2	1.0
BASE	1921	250	1652	586	1181	554	436	435	244	1021	889	953	489	891	368	755
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	1203	120	1075	361	756	378	291	254	144	623	575	600	304	561	230	471
	62.6	48.0	65.1	61.6	64.0	68.2	66.7	58.4	59.0	61.0	64.7	63.0	62.2	63.0	62.5	62.4
AGREE SOMEWHAT	610	100	503	190	374	153	121	153	88	333	274	308	160	270	113	237
	31.8	40.0	30.4	32.4	31.7	27.6	27.8	35.2	36.1	32.6	30.8	32.3	32.7	30.3	30.7	31.4
DISAGREE SOMEWHAT	76	24	48	25	31	13	17	19	8	47	26	32	18	48	18	29
	4.0	9.6	2.9	4.3	2.6	2.3	3.9	4.4	3.3	4.6	2.9	3.4	3.7	5.4	4.9	3.8
DISAGREE VERY MUCH	32	6	26	10	20	10	7	9	4	18	14	13	7	12	7	18
	1.7	2.4	1.6	1.7	1.7	1.8	1.6	2.1	1.6	1.8	1.6	1.4	1.4	1.3	1.9	2.4

Q14. I FIND THAT PEOPLE OFTEN ASK MY ADVICE ABOUT...

TABLE SETTINGS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	108	15	92	9	38	64	30	22	13	78	27	45	25	38	31	26
	5.5	5.8	5.4	1.5	3.2	11.0	6.7	5.0	5.2	7.4	3.0	4.7	5.0	4.2	8.1	3.4
BASE	1859	242	1598	581	1158	516	419	422	235	972	876	921	472	868	353	737
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	261	35	218	51	143	101	63	51	37	140	116	123	64	120	47	108
	14.0	14.5	13.6	8.8	12.3	19.6	15.0	12.1	15.7	14.4	13.2	13.4	13.6	13.8	13.3	14.7
AGREE SOMEWHAT	496	51	441	141	295	173	98	132	54	256	236	249	120	212	97	185
	26.7	21.1	27.6	24.3	25.5	33.5	23.4	31.3	23.0	26.3	26.9	27.0	25.4	24.4	27.5	25.1
DISAGREE SOMEWHAT	652	84	563	237	434	135	156	136	71	322	328	345	172	313	117	267
	35.1	34.7	35.2	40.8	37.5	26.2	37.2	32.2	30.2	33.1	37.4	37.5	36.4	36.1	33.1	36.2
DISAGREE VERY MUCH	450	72	376	152	286	107	102	103	73	254	196	204	116	223	92	177
	24.2	29.8	23.5	26.2	24.7	20.7	24.3	24.4	31.1	26.1	22.4	22.1	24.6	25.7	26.1	24.0

Q14. I FIND THAT PEOPLE OFTEN ASK MY ADVICE ABOUT...

FOOD SELECTION

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	900	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	73	8	63	6	25	43	22	12	10	52	18	32	17	22	20	16
	3.7	3.1	3.7	1.0	2.1	7.4	4.9	2.7	4.0	5.0	2.0	3.3	3.4	2.4	5.2	2.1
BASE	1894	249	1627	584	1171	537	427	432	238	998	885	934	480	884	364	747
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	544	60	476	147	319	184	130	131	56	284	257	268	131	231	112	203
	28.7	24.1	29.3	25.2	27.2	34.3	30.4	30.3	23.5	28.5	29.0	28.7	27.3	26.1	30.8	27.2
AGREE SOMEWHAT	859	112	743	282	547	225	196	180	111	450	403	428	227	405	158	338
	45.4	45.0	45.7	49.3	46.7	41.9	45.9	41.7	46.6	45.1	45.5	45.8	47.3	45.8	43.4	45.2
DISAGREE SOMEWHAT	343	57	233	108	209	90	74	82	47	177	165	173	86	173	64	147
	18.1	22.9	17.4	18.5	17.8	16.8	17.3	19.0	19.7	17.7	18.6	18.5	17.9	19.6	17.6	19.7
DISAGREE VERY MUCH	148	20	125	47	96	38	27	39	24	87	60	65	36	75	30	59
	7.8	8.0	7.7	8.0	8.2	7.1	6.3	9.0	10.1	8.7	6.8	7.0	7.5	8.5	8.2	7.9

Q14. I FIND THAT PEOPLE OFTEN ASK MY ADVICE ABOUT...

BRAND SELECTION

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	85	16	65	7	26	45	25	14	9	53	24	31	15	28	25	21
	4.3	6.2	3.8	1.2	2.2	7.8	5.6	3.2	3.6	5.0	2.7	3.2	3.0	3.1	6.5	2.8
BASE	1882	241	1625	583	1170	535	424	430	239	997	879	935	482	878	359	742
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	320	38	276	84	184	114	74	68	32	167	153	145	71	111	73	104
	17.0	15.8	17.0	14.4	15.7	21.3	17.5	15.8	13.4	16.8	17.4	15.5	14.7	12.6	20.3	14.0
AGREE SOMEWHAT	733	81	649	222	446	224	153	165	104	385	347	372	188	334	141	295
	38.9	33.6	39.9	38.1	38.1	41.9	36.1	38.4	43.5	38.6	39.5	39.8	39.0	38.0	39.3	39.9
DISAGREE SOMEWHAT	538	81	453	191	350	126	126	128	56	259	246	234	156	230	97	230
	28.6	33.6	27.9	32.8	29.9	23.6	29.7	29.8	23.4	29.0	28.0	30.4	32.4	31.9	27.0	31.0
DISAGREE VERY MUCH	291	41	247	86	190	71	71	69	47	156	133	134	67	153	48	113
	15.5	17.0	15.2	14.8	16.2	13.3	16.7	16.0	19.7	15.6	15.1	14.3	13.9	17.4	13.4	15.2

Q10. IN THE PAST, NEW FOOD PRODUCTS SUCH AS INSTANT COFFEE, FROZEN ORANGE JUICE, ETC. HAVE REVOLUNTIONIZED AMERICAN EATING AND COOKING HABITS. OVER THE PAST 2 OR 3 YEARS, WITH WHICH NEW FOOD PRODUCT CATEGORIES OR BRANDS THAT HAVE COME OUT HAVE YOU BEEN MOST PLEASED OR SATISFIED

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
BASE	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DAIRY PRODUCTS (NET)	240	16	222	80	159	73	51	53	36	124	116	115	57	118	37	92
	12.2	6.2	13.1	13.6	13.3	12.6	11.4	11.9	14.5	11.8	12.8	11.9	11.5	13.0	9.6	12.1
ICE CREAM (SUB-NET)	24	1	22	12	19	4	5	2	4	15	9	14	6	12	1	11
	1.2	0.4	1.3	2.0	1.6	0.7	1.1	0.5	1.6	1.4	1.0	1.4	1.2	1.3	0.3	1.4
REGULAR	21	1	19	11	17	2	4	2	3	14	7	12	6	11	1	10
	1.1	0.4	1.1	1.9	1.4	0.3	0.9	0.5	1.2	1.3	0.8	1.2	1.2	1.2	0.3	1.3
LOW-CAL	3	*	3	1	2	2	1	*	1	1	2	2	*	1	*	1
	0.2		0.2	0.2	0.2	0.3	0.2		0.4	0.1	0.2	0.2		0.1		0.1
ICE MILK	2	*	1	1	1	*	1	1	*	*	2	1	*	1	*	1
	0.1		0.1	0.2	0.1		0.2	0.2			0.2	0.1		0.1		0.1
SHERBET	1	*	1	*	*	1	*	1	*	1	*	1	*	*	*	*
	0.1		0.1			0.2		0.2		0.1		0.1				
MILK (SUB-NET)	3	*	3	2	2	*	*	1	1	*	3	1	*	1	1	*
	0.2		0.2	0.3	0.2			0.2	0.4		0.3	0.1		0.1	0.3	
REGULAR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
LOW-FAT	3	*	3	2	2	*	*	1	1	*	3	1	*	1	1	*
	0.2		0.2	0.3	0.2			0.2	0.4		0.3	0.1		0.1	0.3	
CANNED EVAPORATED MILK (SUB-NET)	1	*	1	1	*	*	*	1	*	*	1	*	*	*	1	*
	0.1		0.1	0.2				0.2			0.1				0.3	
REGULAR	1	*	1	1	*	*	*	1	*	*	1	*	*	*	1	*
	0.1		0.1	0.2				0.2			0.1				0.3	
LOW-FAT	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
ACIDIPHOLUS MILK	10	2	8	4	7	2	2	3	2	5	5	5	5	5	*	3
	0.5	0.8	0.5	0.7	0.6	0.3	0.4	0.7	0.8	0.5	0.6	0.5	1.0	0.6		0.4

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
DRY MILK (SUB-NET)	13 0.7	3 1.2	10 0.6	2 0.3	5 0.4	5 0.9	3 0.7	2 0.5	1 0.4	7 0.7	6 0.7	3 0.3	1 0.2	5 0.6	1 0.3	5 0.7
REGULAR	7 0.4	2 0.8	5 0.3	*	3 0.3	3 0.5	2 0.4	1 0.2	*	3 0.3	4 0.4	2 0.2	*	2 0.2	1 0.3	3 0.4
LOW-FAT	6 0.3	1 0.4	5 0.3	2 0.3	2 0.2	2 0.3	1 0.2	1 0.2	1 0.4	4 0.4	2 0.2	1 0.1	1 0.2	3 0.3	*	2 0.3
MILK SHAKES & MILK SHAKE MIXES	7 0.4	*	7 0.4	4 0.7	6 0.5	*	1 0.2	1 0.2	*	2 0.2	5 0.6	4 0.4	1 0.2	3 0.3	2 0.5	2 0.3
NON-DAIRY CREAM SUBSTITUTES (SUB-NET)	15 0.8	1 0.4	14 0.8	1 0.2	8 0.7	7 1.2	5 1.1	4 0.9	3 1.2	10 1.0	5 0.6	5 0.5	3 0.6	5 0.6	4 1.0	6 0.8
LIQUID	2 0.1	*	2 0.1	*	*	2 0.3	*	2 0.5	*	2 0.2	*	*	*	*	1 0.3	*
POWDERED	9 0.5	1 0.4	8 0.5	1 0.2	5 0.4	3 0.5	2 0.4	2 0.5	3 1.2	5 0.5	4 0.4	3 0.3	2 0.4	2 0.2	2 0.5	3 0.4
UNSPEC.	4 0.2	*	4 0.2	*	3 0.3	2 0.3	3 0.7	*	*	3 0.3	1 0.1	2 0.2	1 0.2	3 0.3	1 0.3	3 0.4
WHIPPED TOPPINGS (SUB-NET)	41 2.1	3 1.2	38 2.2	10 1.7	25 2.1	13 2.2	11 2.4	6 1.4	8 3.2	21 2.0	20 2.2	12 1.2	5 1.0	25 2.8	5 1.3	15 2.0
FROZEN	27 1.4	3 1.2	24 1.4	6 1.0	16 1.3	8 1.4	7 1.6	3 0.7	6 2.4	14 1.3	13 1.4	4 0.4	3 0.6	17 1.9	1 0.3	11 1.4
AEROSOL	3 0.2	*	3 0.2	2 0.3	2 0.2	1 0.2	1 0.2	1 0.2	*	3 0.3	*	2 0.2	*	2 0.2	1 0.3	2 0.3
MIX	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
UNSP.	11 0.6	*	11 0.7	2 0.3	7 0.6	4 0.7	3 0.7	2 0.5	2 0.8	4 0.4	7 0.8	6 0.6	2 0.4	6 0.7	3 0.8	2 0.3
HEAVY CREAM	1 0.1	*	1 0.1	*	1 0.1	*	*	*	1 0.4	1 0.1	*	1 0.1	*	*	*	*
CHEESE (SUB-NET)	16 0.8	1 0.4	15 0.9	6 1.0	12 1.0	3 0.5	2 0.4	1 0.2	4 1.6	9 0.9	7 0.8	7 0.7	2 0.4	6 0.7	2 0.5	5 0.7
PASTEURIZED PROCESSED CHEESE	4 0.2	*	4 0.2	*	1 0.1	3 0.5	*	*	1 0.4	4 0.4	*	1 0.1	*	2 0.2	1 0.3	1 0.1

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
NATURAL-IMPORTED	1 0.1	*	1 0.1	1 0.2	1 0.1	*	*	*	*	*	1 0.1	1 0.1	*	*	*	1 0.1
NATURAL-DOMESTIC	3 0.2	*	3 0.2	2 0.3	3 0.3	*	1 0.2	*	1 0.4	*	3 0.3	*	*	1 0.1	*	1 0.1
CHEESE SPREADS	1 0.1	*	1 0.1	*	1 0.1	*	1 0.2	*	*	*	1 0.1	1 0.1	*	1 0.1	*	*
SNACK CHEESE	2 0.1	1 0.4	1 0.1	1 0.2	1 0.1	*	*	*	1 0.4	2 0.2	*	1 0.1	1 0.2	1 0.1	*	*
UNSP.	5 0.3	*	5 0.3	2 0.3	5 0.4	*	*	1 0.2	1 0.4	3 0.3	2 0.2	3 0.3	1 0.2	1 0.1	1 0.3	2 0.3
COTTAGE CHEESE (SUB-NET)	4 0.2	*	4 0.2	2 0.3	4 0.3	2 0.3	1 0.2	1 0.2	2 0.8	1 0.1	3 0.3	2 0.2	1 0.2	2 0.2	1 0.3	2 0.3
REGULAR	1 0.1	*	1 0.1	*	1 0.1	1 0.2	*	1 0.2	*	1 0.1	*	1 0.1	1 0.2	1 0.1	*	1 0.1
LOW-FAT	3 0.2	*	3 0.2	2 0.3	3 0.3	1 0.2	1 0.2	*	2 0.8	*	3 0.3	1 0.1	*	1 0.1	1 0.3	1 0.1
DIPS (SUB-NET)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
READY TO SERVE	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
MIX	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
YOGURT (SUB-NET)	80 4.1	4 1.6	76 4.5	37 6.3	57 4.8	17 2.9	19 4.2	22 5.0	13 5.2	40 3.8	40 4.4	52 5.4	29 5.8	49 5.4	13 3.4	39 5.1
REGULAR/NATURAL	52 2.6	1 0.4	51 3.0	25 4.2	35 2.9	12 2.1	15 3.3	14 3.2	7 2.8	26 2.5	26 2.9	36 3.7	18 3.6	31 3.4	9 2.3	25 3.3
LOW-FAT	2 0.1	*	2 0.1	*	2 0.2	2 0.3	*	1 0.2	*	2 0.2	*	2 0.2	2 0.4	1 0.1	*	2 0.3
FROZEN	26 1.3	3 1.2	23 1.4	12 2.0	20 1.7	3 0.5	4 0.9	7 1.6	6 2.4	12 1.1	14 1.6	14 1.4	9 1.8	17 1.9	4 1.0	12 1.6
MARGARINE (SUB-NET)	25 1.3	2 0.8	23 1.4	4 0.7	15 1.3	14 2.4	6 1.3	6 1.4	2 0.8	14 1.3	11 1.2	10 1.0	8 1.6	9 1.0	6 1.6	10 1.3
REGULAR	15 0.8	2 0.8	13 0.8	3 0.5	6 0.5	8 1.4	5 1.1	5 1.1	1 0.4	11 1.0	4 0.4	6 0.6	4 0.8	6 0.7	5 1.3	2 0.3

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
WHIPPED	5	*	5	1	4	3	1	*	*	3	2	3	3	2	*	5
	0.3		0.3	0.2	0.3	0.5	0.2			0.3	0.2	0.3	0.6	0.2		0.7
SQUEEZE	5	*	5	*	5	3	*	1	1	*	5	1	1	1	1	3
	0.3		0.3		0.4	0.5		0.2	0.4		0.6	0.1	0.2	0.1	0.3	0.4
BUTTER (SUB-NET)	3	*	3	1	3	*	*	1	*	1	2	2	2	2	*	3
	0.2		0.2	0.2	0.3			0.2		0.1	0.2	0.2	0.4	0.2		0.4
REGULAR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
UNSALTED (SWEET)	2	*	2	*	2	*	*	*	*	1	1	1	1	2	*	2
	0.1		0.1		0.2					0.1	0.1	0.1	0.2	0.2		0.3
WHIPPED	1	*	1	1	1	*	*	1	*	*	1	1	1	*	*	1
	0.1		0.1	0.2	0.1			0.2			0.1	0.1	0.2			0.1
EGG SUBSTITUTES	10	*	10	*	5	7	2	2	1	8	2	3	2	1	2	3
	0.5		0.6		0.4	1.2	0.4	0.5	0.4	0.8	0.2	0.3	0.4	0.1	0.5	0.4
MAYONNAISE(SUB-NET)	7	2	5	1	4	2	1	2	*	4	3	3	1	3	2	*
	0.4	0.8	0.3	0.2	0.3	0.3	0.2	0.5		0.4	0.3	0.3	0.2	0.3	0.5	
REGULAR	1	1	*	*	*	*	*	1	*	1	*	*	*	*	1	*
	0.1	0.4						0.2		0.1					0.3	
IMITATION	6	1	5	1	4	2	1	1	*	3	3	3	1	3	1	*
	0.3	0.4	0.3	0.2	0.3	0.3	0.2	0.2		0.3	0.3	0.3	0.2	0.3	0.3	
SOUR CREAM(SUB-NET)	8	2	6	2	5	3	*	3	*	3	5	4	1	5	1	4
	0.4	0.8	0.4	0.3	0.4	0.5		0.7		0.3	0.6	0.4	0.2	0.6	0.3	0.5
REGULAR	1	*	1	1	1	*	*	*	*	*	1	1	*	1	*	*
	0.1		0.1	0.2	0.1						0.1	0.1		0.1		
IMITATION	7	2	5	1	4	3	*	3	*	3	4	3	1	4	1	4
	0.4	0.8	0.3	0.2	0.3	0.5		0.7		0.3	0.4	0.3	0.2	0.4	0.3	0.5
OTHER DAIRY PRODUCTS	9	*	9	2	5	5	*	1	3	6	3	4	*	2	1	4
	0.5		0.5	0.3	0.4	0.9		0.2	1.2	0.6	0.3	0.4		0.2	0.3	0.5
BREAKFAST FOODS, BREAD, ETC. (NET)	338	27	309	119	238	83	73	55	51	156	181	159	77	161	56	130
	17.2	10.5	18.3	20.2	19.9	14.3	16.3	12.4	20.6	14.9	20.0	16.5	15.5	17.8	14.6	17.0
BREAKFAST CEREALS (SUB-NET)	139	12	126	44	100	32	32	16	30	57	82	63	30	69	21	56
	7.1	4.7	7.5	7.5	8.4	5.5	7.1	3.6	12.1	5.4	9.1	6.5	6.0	7.6	5.5	7.3

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
COLD	20	1	19	5	13	6	6	2	5	9	11	6	3	10	2	7
	1.0	0.4	1.1	0.8	1.1	1.0	1.3	0.5	2.0	0.9	1.2	0.6	0.6	1.1	0.5	0.9
HOT	5	*	5	1	2	3	*	2	1	4	1	1	*	1	*	1
	0.3		0.3	0.2	0.2	0.5		0.5	0.4	0.4	0.1	0.1		0.1		0.1
HOT INSTANT	43	4	38	16	28	10	7	2	9	18	25	19	9	21	9	18
	2.2	1.6	2.2	2.7	2.3	1.7	1.6	0.5	3.6	1.7	2.8	2.0	1.8	2.3	2.3	2.4
NATURAL	68	6	62	24	54	13	14	8	16	26	42	36	18	36	8	27
	3.5	2.3	3.7	4.1	4.5	2.2	3.1	1.8	6.5	2.5	4.7	3.7	3.6	4.0	2.1	3.5
UNSP.	11	2	9	1	7	3	5	2	2	4	7	5	2	5	2	5
	0.6	0.8	0.5	0.2	0.6	0.5	1.1	0.5	0.8	0.4	0.8	0.5	0.4	0.6	0.5	0.7
WAFFLES, PANCAKE & FRENCH TOAST (SUB-NET)	35	2	32	15	25	6	10	6	5	14	21	14	7	16	5	17
	1.8	0.8	1.9	2.5	2.1	1.0	2.2	1.4	2.0	1.3	2.3	1.4	1.4	1.8	1.3	2.2
FROZEN	22	*	21	10	18	3	7	4	3	10	12	10	5	12	2	11
	1.1		1.2	1.7	1.5	0.5	1.6	0.9	1.2	1.0	1.3	1.0	1.0	1.3	0.5	1.4
MIX	12	1	11	5	7	3	3	2	1	4	8	4	2	4	3	5
	0.6	0.4	0.7	0.8	0.6	0.5	0.7	0.5	0.4	0.4	0.9	0.4	0.4	0.4	0.8	0.7
READY TO POUR BATTER	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
UNSP.	1	1	*	*	*	*	*	*	1	*	1	*	*	*	*	1
	0.1	0.4							0.4		0.1					0.1
TOASTER PRODUCTS	2	*	2	1	2	*	*	*	*	*	2	2	1	*	1	1
	0.1		0.1	0.2	0.2						0.2	0.2	0.2		0.3	0.1
READY TO EAT MEAL SUBSTITUTES (SUB-NET)	3	*	3	2	2	1	*	1	*	1	2	1	1	2	*	*
	0.2		0.2	0.3	0.2	0.2		0.2		0.1	0.2	0.1	0.2	0.2		
DIET LIQUIDS	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
POWDER MIXES	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
BARS & SQUARES	3	*	3	2	2	1	*	1	*	1	2	1	1	2	*	*
	0.2		0.2	0.3	0.2	0.2		0.2		0.1	0.2	0.1	0.2	0.2		
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
TABLE SYRUP & MOLLASES	3 0.2	*	3 0.2	1 0.2	3 0.3	*	1 0.2	*	*	2 0.2	1 0.1	1 0.1	1 0.2	1 0.1	*	*
HONEY	2 0.1	*	2 0.1	1 0.2	1 0.1	1 0.2	*	*	1 0.4	2 0.2	*	*	*	*	1 0.3	*
JAMS & JELLIES/ MARMALADE (SUB-NET)	2 0.1	*	2 0.1	1 0.2	2 0.2	1 0.2	*	*	*	1 0.1	1 0.1	*	*	1 0.1	*	*
REGULAR	1 0.1	*	1 0.1	*	1 0.1	1 0.2	*	*	*	1 0.1	*	*	*	*	*	*
LOW-CAL	1 0.1	*	1 0.1	1 0.2	1 0.1	*	*	*	*	*	1 0.1	*	*	1 0.1	*	*
WRAPPED BREAD (SUB-NET)	76 3.9	6 2.3	70 4.1	26 4.4	58 4.8	20 3.4	18 4.0	21 4.7	7 2.8	36 3.4	39 4.3	41 4.2	18 3.6	39 4.3	11 2.9	29 3.8
WHITE	4 0.2	*	4 0.2	2 0.3	4 0.3	*	2 0.4	*	*	*	4 0.4	1 0.1	*	3 0.3	*	2 0.3
NON-WHITE	10 0.5	*	10 0.6	4 0.7	7 0.6	4 0.7	4 0.9	4 0.9	*	4 0.4	6 0.7	5 0.5	1 0.2	4 0.4	2 0.5	2 0.3
NATURAL GRAIN & FIBER	49 2.5	4 1.6	45 2.7	20 3.4	40 3.3	11 1.9	10 2.2	13 2.9	6 2.4	23 2.2	26 2.9	29 3.0	16 3.2	27 3.0	5 1.3	20 2.6
UNSP.	15 0.8	2 0.8	13 0.8	1 0.2	9 0.8	5 0.9	3 0.7	4 0.9	1 0.4	9 0.9	5 0.6	6 0.6	1 0.2	7 0.8	4 1.0	6 0.8
ENGLISH MUFFINS	2 0.1	*	2 0.1	1 0.2	2 0.2	*	*	2 0.5	*	1 0.1	1 0.1	1 0.1	1 0.2	1 0.1	*	1 0.1
FROZEN BREAD DOUGH	35 1.8	3 1.2	31 1.8	7 1.2	24 2.0	10 1.7	7 1.6	5 1.1	3 1.2	16 1.5	19 2.1	16 1.7	8 1.6	15 1.7	5 1.3	15 2.0
REFRIGERATED DOUGH PRODUCT/QUICK BREAD	16 0.8	1 0.4	15 0.9	6 1.0	11 0.9	1 0.2	4 0.9	1 0.2	1 0.4	9 0.9	7 0.8	9 0.9	4 0.8	10 1.1	3 0.8	6 0.8
ROLLS (SUB-NET)	21 1.1	4 1.6	17 1.0	7 1.2	12 1.0	5 0.9	3 0.7	4 0.9	6 2.4	14 1.3	7 0.8	10 1.0	5 1.0	9 1.0	5 1.3	6 0.8
MIX	11 0.6	1 0.4	10 0.6	4 0.7	7 0.6	3 0.5	*	1 0.2	5 2.0	7 0.7	4 0.4	4 0.4	2 0.4	4 0.4	2 0.5	4 0.5
BROWN AND SERVE	1 0.1	*	1 0.1	1 0.2	1 0.1	*	1 0.2	*	*	1 0.1	*	1 0.1	1 0.2	1 0.1	*	*

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
UNSP.	9	3	6	2	4	2	2	3	1	6	3	5	2	4	3	2
	0.5	1.2	0.4	0.3	0.3	0.3	0.4	0.7	0.4	0.6	0.3	0.5	0.4	0.4	0.8	0.3
CROUTONS	7	*	7	3	5	2	4	1	1	2	5	3	1	1	1	1
	0.4		0.4	0.5	0.4	0.3	0.9	0.2	0.4	0.2	0.6	0.3	0.2	0.1	0.3	0.1
CRACKERS (SUB-NET)	36	3	33	14	25	11	3	4	6	16	20	14	7	20	7	15
	1.8	1.2	2.0	2.4	2.1	1.9	1.8	0.9	2.4	1.5	2.2	1.4	1.4	2.2	1.8	2.0
FLAVORED OR SALTED	13	*	13	5	9	5	4	4	*	9	4	7	5	9	1	5
	0.7		0.8	0.8	0.8	0.9	0.9	0.9		0.9	0.4	0.7	1.0	1.0	0.3	0.7
UNFLAVORED OR UNSALTED	11	2	9	6	7	2	1	1	4	3	8	4	1	4	3	3
	0.6	0.8	0.5	1.0	0.6	0.3	0.2	0.2	1.6	0.3	0.9	0.4	0.2	0.4	0.8	0.4
UNSP.	14	1	13	5	11	4	3	*	2	4	10	4	2	8	4	7
	0.7	0.4	0.8	0.8	0.9	0.7	0.7		0.8	0.4	1.1	0.4	0.4	0.9	1.0	0.9
OTHER	23	1	22	8	15	6	3	1	5	15	8	14	7	14	7	8
	1.2	0.4	1.3	1.4	1.3	1.0	0.7	0.2	2.0	1.4	0.9	1.4	1.4	1.5	1.8	1.0
MEAT, FISH, PREPARED MEALS & SAUCES (NET)	402	41	355	117	244	131	84	72	51	207	191	207	107	182	82	153
	20.4	16.0	21.0	19.8	20.4	22.6	18.7	16.2	20.6	19.7	21.2	21.4	21.5	20.1	21.4	20.1
PACKAGED COLD CUTS	5	*	5	2	3	2	*	3	1	2	3	3	1	*	1	1
	0.3		0.3	0.3	0.3	0.3		0.7	0.4	0.2	0.3	0.3	0.2		0.3	0.1
FRANKFURTERS	8	2	6	3	2	2	1	2	2	3	5	3	1	5	2	3
	0.4	0.8	0.4	0.5	0.2	0.3	0.2	0.5	0.8	0.3	0.6	0.3	0.2	0.6	0.5	0.4
CANNED MEAT AND POULTRY (SUB-NET)	9	*	9	2	5	5	1	1	1	4	5	4	3	2	3	3
	0.5		0.5	0.3	0.4	0.9	0.2	0.2	0.4	0.4	0.6	0.4	0.6	0.2	0.8	0.4
MEAT SPREADS IN CANS	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
CANNED POULTRY	2	*	2	1	1	1	1	*	*	1	1	2	1	*	1	1
	0.1		0.1	0.2	0.1	0.2	0.2			0.1	0.1	0.2	0.2		0.3	0.1
CANNED HAM	3	*	3	1	1	2	1	*	1	2	1	1	*	*	1	*
	0.2		0.2	0.2	0.1	0.3	0.2		0.4	0.2	0.1	0.1			0.3	
UNSP.	6	*	6	1	4	3	*	1	*	2	4	2	2	2	2	2
	0.3		0.4	0.2	0.3	0.5		0.2		0.2	0.4	0.2	0.4	0.2	0.5	0.3
CANNED FISH (SUB-NET)	8	*	8	2	7	2	3	1	1	2	6	3	3	3	1	6
	0.4		0.5	0.3	0.6	0.3	0.7	0.2	0.4	0.2	0.7	0.3	0.6	0.3	0.3	0.8

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TUNA IN OIL	2 0.1	*	2 0.1	*	2 0.2	*	1 0.2	*	*	*	2 0.2	1 0.1	1 0.2	*	*	1 0.1
TUNA IN WATER	4 0.2	*	4 0.2	1 0.2	4 0.3	1 0.2	2 0.4	*	1 0.4	1 0.1	3 0.3	1 0.1	1 0.2	2 0.2	*	4 0.5
OTHER FISH AND SEAFOOD	2 0.1	*	2 0.1	1 0.2	1 0.1	1 0.2	*	1 0.2	*	1 0.1	1 0.1	1 0.1	1 0.2	1 0.1	1 0.3	1 0.1
PORK SAUSAGE	6 0.3	1 0.4	5 0.3	1 0.2	4 0.3	1 0.2	1 0.2	*	1 0.4	3 0.3	3 0.3	2 0.2	*	3 0.3	2 0.5	3 0.4
BACON (SUB-NET)	16 0.8	1 0.4	15 0.9	6 1.0	10 0.8	5 0.9	7 1.6	2 0.5	3 1.2	10 1.0	6 0.7	8 0.8	6 1.2	8 0.9	1 0.3	3 0.4
REGULAR	6 0.3	*	6 0.4	2 0.3	3 0.3	2 0.3	1 0.2	2 0.5	*	4 0.4	2 0.2	3 0.3	2 0.4	3 0.3	1 0.3	1 0.1
BACON SUBSTITUTE	10 0.5	1 0.4	9 0.5	4 0.7	7 0.6	3 0.5	5 1.3	*	3 1.2	6 0.6	4 0.4	5 0.5	4 0.8	5 0.6	*	2 0.3
OTHER FRESH MEAT, POULTRY AND FISH	16 0.8	3 1.2	12 0.7	2 0.3	7 0.6	6 1.0	4 0.9	4 0.9	1 0.4	5 0.5	11 1.2	9 0.9	4 0.8	8 0.9	4 1.0	5 0.7
FROZEN POULTRY	12 0.6	*	12 0.7	4 0.7	8 0.7	5 0.9	2 0.4	2 0.5	1 0.4	3 0.3	9 1.0	7 0.7	3 0.6	3 0.3	1 0.3	3 0.4
MEAT EXTENDERS	41 2.1	5 1.9	36 2.1	9 1.5	24 2.0	16 2.8	15 3.3	5 1.1	4 1.6	17 1.6	24 2.7	21 2.2	14 2.8	15 1.7	7 1.8	17 2.2
MEAT COATINGS (SHAKE 'N BAKE)	39 2.0	3 1.2	35 2.1	7 1.2	21 1.8	17 2.9	8 1.8	5 1.1	3 1.2	19 1.8	19 2.1	16 1.7	9 1.8	11 1.2	9 2.3	13 1.7
FROZEN MAIN COURSES (SUB-NET)	191 9.7	22 8.6	164 9.7	52 8.8	110 9.2	66 11.4	32 7.1	35 7.9	28 11.3	110 10.5	78 8.6	104 10.8	51 10.3	93 10.8	41 10.7	81 10.6
FROZEN MAIN COURSES/STOUFFERS FOOD	153 7.8	16 6.2	132 7.8	43 7.3	86 7.2	54 9.3	28 6.2	24 5.4	22 8.9	86 8.2	64 7.1	92 8.5	40 8.0	78 8.6	33 8.6	69 9.0
FROZEN PREPARED FISH/CRABMEAT	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
FROZEN COMPLETE DINNERS	10 0.5	3 1.2	7 0.4	2 0.3	6 0.5	3 0.5	*	3 0.7	2 0.8	8 0.8	2 0.2	4 0.4	1 0.2	4 0.4	1 0.3	3 0.4
FROZEN PIZZAS	36 1.8	5 1.9	30 1.8	10 1.7	19 1.6	13 2.2	5 1.1	8 1.8	6 2.4	16 1.5	20 2.2	18 1.9	8 1.6	18 2.0	10 2.6	13 1.7

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
DIETETIC FROZEN MAIN COURSES	10 0.5	*	10 0.6	3 0.5	8 0.7	2 0.3	2 0.4	5 1.1	1 0.4	7 0.7	3 0.3	9 0.9	6 1.2	7 0.8	1 0.3	5 0.7
BOTTLED, CANNED, JARRED SAUCES (SUB-NET)	56 2.8	4 1.6	52 3.1	29 4.9	39 3.3	13 2.2	12 2.7	10 2.3	5 2.0	30 2.9	26 2.9	31 3.2	14 2.8	24 2.6	14 3.6	18 2.4
BOTTLED BARBECUE SAUCES	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
BOTTLES SEASONING SAUCES	6 0.3	*	6 0.4	2 0.3	6 0.5	1 0.2	1 0.2	1 0.2	1 0.4	3 0.3	3 0.3	3 0.3	2 0.4	4 0.4	1 0.3	2 0.3
JARRED AND CANNED SPAGHETTI SAUCE	29 1.5	3 1.2	26 1.5	15 2.5	21 1.8	6 1.0	7 1.6	4 0.9	2 0.8	11 1.0	18 2.0	17 1.8	8 1.6	15 1.7	6 1.6	9 1.0
SPICED/FLAVORED TOMATO SAUCES	6 0.3	*	6 0.4	5 0.8	3 0.3	1 0.2	*	1 0.2	*	6 0.6	*	4 0.4	2 0.4	2 0.2	2 0.5	2 0.3
TOMATO PASTE/PUREE	1 0.1	*	1 0.1	1 0.2	1 0.1	*	*	*	*	*	1 0.1	1 0.1	1 0.2	*	*	1 0.1
CANNED SAUCES - OTHER	4 0.2	*	4 0.2	*	3 0.3	1 0.2	1 0.2	*	1 0.4	3 0.3	1 0.1	3 0.3	1 0.2	1 0.1	1 0.3	1 0.1
CANNNED/GRAVIES	4 0.2	*	4 0.2	3 0.5	3 0.3	1 0.2	2 0.4	*	*	3 0.3	1 0.1	1 0.1	*	1 0.1	2 0.5	1 0.1
UNSP	8 0.4	1 0.4	7 0.4	3 0.5	3 0.3	4 0.7	2 0.4	4 0.9	1 0.4	6 0.6	2 0.2	3 0.3	*	2 0.2	2 0.5	3 0.4
SAUCE & GRAVY MIXES (SUB-NET)	27 1.4	3 1.2	24 1.4	5 0.8	15 1.3	9 1.6	3 0.7	6 1.4	5 2.0	13 1.2	14 1.6	10 1.0	5 1.0	11 1.2	6 1.6	13 1.7
DRY SAUCE MIX/ FONDUE MIX	12 0.6	2 0.8	10 0.6	2 0.3	7 0.6	3 0.5	1 0.2	3 0.7	4 1.6	5 0.5	7 0.8	3 0.3	3 0.6	6 0.7	1 0.3	6 0.8
DRY GRAVY MIX	5 0.3	*	5 0.3	2 0.3	4 0.3	1 0.2	1 0.2	*	1 0.4	2 0.2	3 0.3	4 0.4	2 0.4	1 0.1	1 0.3	3 0.4
UNSP	10 0.5	1 0.4	9 0.5	1 0.2	4 0.3	5 0.9	1 0.2	3 0.7	*	6 0.6	4 0.4	3 0.3	*	4 0.4	4 1.0	4 0.5
CAN SERVING INSTANT MEALS LITE LUNCH	14 0.7	*	14 0.8	9 1.5	12 1.0	2 0.3	4 0.9	1 0.2	*	9 0.9	5 0.6	11 1.1	6 1.2	7 0.8	3 0.8	6 0.8
BOXED DINNERS HAMBURGER HELPER,	18 0.9	*	18 1.1	8 1.4	14 1.2	5 0.9	3 0.7	5 1.1	4 1.6	7 0.7	11 1.2	12 1.2	8 1.6	7 0.8	3 0.8	8 1.0

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
PIZZA MIX,ETC.																
TOFU(BEAN CURD/CAKE)	5 0.3	1 0.4	4 0.2	*	4 0.3	1 0.2	2 0.4	2 0.5	*	2 0.2	3 0.3	3 0.3	2 0.4	1 0.1	1 0.3	2 0.3
OTHER	7 0.4	*	7 0.4	3 0.5	5 0.4	2 0.3	2 0.4	*	*	4 0.4	3 0.3	2 0.2	1 0.2	2 0.2	3 0.8	1 0.1
FRUITS,VEGETABLES, SEASININGS,SOUPS, SIDE DISHES,ETC(NET)	650 33.0	65 25.3	577 34.1	198 33.6	429 35.9	181 31.2	149 33.2	136 30.6	85 34.3	312 29.7	329 36.4	347 35.9	191 38.4	310 34.2	119 31.0	249 32.6
SALAD DRESSINGS/ MIX (SUB-NET)	58 2.9	2 0.8	56 3.3	24 4.1	43 3.6	14 2.4	9 2.0	14 3.2	10 4.0	27 2.6	31 3.4	32 3.3	16 3.2	27 3.0	12 3.1	26 3.4
BOTTLED REGULAR/ REFRIGERATOR	14 0.7	*	14 0.8	5 0.8	11 0.9	4 0.7	3 0.7	3 0.7	3 1.2	7 0.7	7 0.8	9 0.9	4 0.8	6 0.7	3 0.8	6 0.8
BOTTLED LOW-CAL	8 0.4	1 0.4	7 0.4	5 0.8	7 0.6	1 0.2	3 0.7	1 0.2	2 0.8	4 0.4	4 0.4	4 0.4	*	4 0.4	1 0.3	3 0.4
MIX REGULAR	21 1.1	1 0.4	20 1.2	9 1.5	14 1.2	6 1.0	1 0.2	5 1.1	5 2.0	11 1.0	10 1.1	10 1.0	6 1.2	9 1.0	4 1.0	10 1.3
MIX LOW-CAL	1 0.1	*	1 0.1	*	1 0.1	*	*	*	*	*	1 0.1	1 0.1	1 0.2	*	*	*
UNSP.	14 0.7	*	14 0.8	5 0.8	10 0.8	3 0.5	2 0.4	5 1.1	*	5 0.5	9 1.0	8 0.8	5 1.0	8 0.9	4 1.0	7 0.9
SEASONINGS & SPICES (SUB-NET)	56 2.8	4 1.6	52 3.1	14 2.4	36 3.0	20 3.4	10 2.2	16 3.6	6 2.4	31 3.0	25 2.8	29 3.0	20 4.0	21 2.3	4 1.0	24 3.1
REGULAR (DRIED)	15 0.8	*	15 0.9	5 0.8	9 0.8	5 0.9	3 0.7	3 0.7	1 0.4	10 1.0	5 0.6	6 0.6	4 0.8	7 0.8	1 0.3	8 1.0
FROZEN	1 0.1	*	1 0.1	*	1 0.1	*	*	1 0.2	*	1 0.1	*	1 0.1	1 0.2	1 0.1	*	1 0.1
DEHYDRATED (ONIONS, PEPPERS VEG.)	12 0.6	2 0.8	10 0.6	4 0.7	9 0.8	3 0.5	2 0.4	3 0.7	2 0.8	4 0.4	8 0.9	7 0.7	4 0.8	7 0.6	2 0.5	6 0.8
FRESH	3 0.2	*	3 0.2	1 0.2	3 0.3	2 0.3	1 0.2	1 0.2	1 0.4	1 0.1	2 0.2	2 0.2	2 0.4	1 0.1	*	1 0.1
UNSP.	27 1.4	2 0.8	25 1.5	4 0.7	15 1.3	12 2.1	4 0.9	8 1.8	3 1.2	16 1.5	11 1.2	13 1.3	9 1.8	6 0.7	1 0.3	9 1.2

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
CONDIMENTS PICKLES, RELISHES, KETCHUP SWEET PEPPERS	20	3	17	3	13	6	3	4	3	9	11	12	6	9	5	8
	1.0	1.2	1.0	0.5	1.1	1.0	0.7	0.9	1.2	0.9	1.2	1.2	1.2	1.0	1.3	1.0
FRESH FRUIT	15	*	15	3	9	7	1	5	3	7	8	7	2	4	5	4
	0.8		0.9	0.5	0.8	1.2	0.2	1.1	1.2	0.7	0.9	0.7	0.4	0.4	1.3	0.5
DRIED FRUIT	6	*	6	2	6	*	1	1	*	*	6	4	3	6	*	4
	0.3		0.4	0.3	0.5		0.2	0.2			0.7	0.4	0.6	0.7		0.5
CANNED OR JARRED FRUIT (SUB-NET)	22	2	20	3	12	10	4	2	5	11	11	6	4	12	3	11
	1.1	0.8	1.2	0.5	1.0	1.7	0.9	0.5	2.0	1.0	1.2	0.6	0.8	1.3	0.8	1.4
REGULAR	9	2	7	1	4	5	2	1	2	5	4	3	2	2	2	4
	0.5	0.8	0.4	0.2	0.3	0.9	0.4	0.2	0.8	0.5	0.4	0.3	0.4	0.2	0.5	0.5
NO ADDITIVES/ DIETETIC	13	*	13	2	8	5	2	1	3	6	7	3	2	10	1	7
	0.7		0.8	0.3	0.7	0.9	0.4	0.2	1.2	0.6	0.8	0.3	0.4	1.1	0.3	0.9
FROZEN FRUIT	14	2	11	4	8	3	6	1	*	6	7	8	3	8	4	5
	0.7	0.8	0.7	0.7	0.7	0.5	1.3	0.2		0.6	0.8	0.8	0.6	0.9	1.0	0.7
FRESH VEGETABLES	27	3	24	7	18	9	4	8	4	13	14	12	4	13	5	8
	1.4	1.2	1.4	1.2	1.5	1.6	0.9	1.8	1.6	1.2	1.6	1.2	0.8	1.4	1.3	1.0
CANNED OR JARRED VEGETABLES	22	2	19	4	14	8	6	5	1	10	12	11	5	7	1	6
	1.1	0.9	1.1	0.7	1.2	1.4	1.3	1.1	0.4	1.0	1.3	1.1	1.0	0.8	0.3	0.8
FROZEN VEGETABLES (SUB-NET)	143	14	125	55	100	34	43	19	21	67	73	83	50	71	26	57
	7.3	5.4	7.4	9.3	8.4	5.9	9.6	4.3	8.5	6.4	8.1	8.6	10.1	7.8	6.8	7.5
REGULAR	105	10	93	36	73	30	30	12	19	47	56	61	37	53	19	39
	5.3	3.9	5.5	6.1	6.1	5.2	6.7	2.7	7.7	4.5	6.2	6.3	7.4	5.8	4.9	5.1
BOIL IN BAG	41	4	35	20	30	5	14	7	3	21	19	24	14	19	7	19
	2.1	1.6	2.1	3.4	2.5	0.9	3.1	1.6	1.2	2.0	2.1	2.5	2.8	2.1	1.8	2.5
FROZEN POTATOES	22	3	18	6	15	5	8	3	2	9	13	11	6	6	5	6
	1.1	1.2	1.1	1.0	1.3	0.9	1.8	0.7	0.8	0.9	1.4	1.1	1.2	0.7	1.3	0.8
INSTANT POTATO MIX	31	5	26	6	16	11	5	10	5	13	18	11	8	12	3	11
	1.6	1.9	1.5	1.0	1.3	1.9	1.1	2.3	2.0	1.2	2.0	1.1	1.6	1.3	0.8	1.4
FROZEN SIDE DISHES	102	7	94	26	67	34	22	11	16	51	50	57	33	46	15	43
	5.2	2.7	5.6	4.4	5.6	5.9	5.5	2.5	6.5	4.9	5.5	5.9	6.6	5.1	3.9	5.6
NOODLES	15	1	14	2	12	4	5	1	1	6	9	9	3	6	3	6
	0.8	0.4	0.8	0.3	1.0	0.7	1.1	0.2	0.4	0.6	1.0	0.9	0.6	0.7	0.8	0.8

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
NOODLE DISH MIXES	10	*	10	4	8	1	3	2	2	4	6	6	1	8	3	5
	0.5		0.6	0.7	0.7	0.2	0.7	0.5	0.8	0.4	0.7	0.6	0.2	0.9	0.8	0.7
PREPARED BEANS IN A SAUCE	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
RICE (SUB-NET)	56	6	50	14	32	23	12	11	10	32	24	30	18	20	11	18
	2.8	2.3	3.0	2.4	2.7	4.0	2.7	2.5	4.0	3.0	2.7	3.1	3.6	2.2	2.9	2.4
REGULAR/WILD	20	1	19	7	13	8	4	4	2	11	9	13	8	9	5	5
	1.0	0.4	1.1	1.2	1.1	1.4	0.9	0.9	0.8	1.0	1.0	1.3	1.6	1.0	1.3	0.7
INSTANT (SUCCESS)	36	5	31	7	19	15	8	7	8	21	15	17	10	11	6	13
	1.8	1.9	1.8	1.2	1.6	2.6	1.8	1.6	3.2	2.0	1.7	1.8	2.0	1.2	1.6	1.7
FLAVORED & SEASONED RICE MIXES	39	5	33	11	28	8	22	5	2	15	22	24	17	19	4	15
	2.0	1.9	2.0	1.9	2.3	1.4	4.9	1.1	0.8	1.4	2.4	2.5	3.4	2.1	1.0	2.1
STUFFING MIXES & STUFFING PRODUCTS	50	4	45	13	35	12	12	10	10	21	29	27	13	22	12	19
	2.5	1.6	2.7	2.2	2.9	2.1	2.7	2.3	4.0	2.0	3.2	2.8	2.6	2.4	3.1	2.5
SOUPS (SUB-NET)	168	18	150	52	109	48	34	43	19	76	89	91	47	78	32	62
	8.5	7.0	8.9	8.8	9.1	8.3	7.6	9.7	7.7	7.2	9.9	9.4	9.5	8.6	8.3	8.1
DRY - REGULAR/ SOUP STARTER	43	7	36	10	27	13	8	12	2	19	24	19	12	18	5	19
	2.2	2.7	2.1	1.7	2.3	2.2	1.8	2.7	0.8	1.8	2.7	2.0	2.4	2.0	1.3	2.5
DRY - ONE SERVING INSTANT	63	4	59	22	43	19	17	13	9	29	33	39	22	35	12	23
	3.2	1.6	3.5	3.7	3.6	3.3	3.8	2.9	3.6	2.8	3.7	4.0	4.4	3.9	3.1	3.0
BOUILLION - INSTANT CUBES	3	1	2	*	1	1	1	*	*	2	1	1	*	*	3	*
	0.2	0.4	0.1		0.1	0.2	0.2			0.2	0.1	0.1			0.8	
BOULLION - INSTANT POWDER	5	1	4	*	2	2	1	1	3	3	2	1	*	2	*	3
	0.3	0.4	0.2		0.2	0.3	0.2	0.2	1.2	0.3	0.2	0.1		0.2		0.4
BOULLION - CANNED	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
CANNED CONDENSED	22	1	21	6	14	8	3	5	1	11	11	14	4	7	5	8
	1.1	0.4	1.2	1.0	1.2	1.4	0.7	1.1	0.4	1.0	1.2	1.4	0.8	0.8	1.3	1.0
CANNED READY TO EAT	14	2	12	7	7	3	2	5	3	5	8	6	3	7	4	6
	0.7	0.8	0.7	1.2	0.6	0.5	0.4	1.1	1.2	0.5	0.9	0.6	0.6	0.8	1.0	0.8
FROZEN	5	*	5	3	5	*	1	2	*	2	3	4	2	4	1	1
	0.3		0.3	0.5	0.4		0.2	0.5		0.2	0.3	0.4	0.4	0.4	0.3	0.1
UNSP.	18	2	16	5	13	5	2	5	2	8	9	9	5	7	3	4
	0.9	0.8	0.9	0.8	1.1	0.9	0.4	1.1	0.8	0.8	1.0	0.9	1.0	0.8	0.9	0.5

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LESE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
SNACK CAKES/STIR AND FRONT MIX(SUB-NET)	16 0.8	*	16 0.9	8 1.4	15 1.3	2 0.3	3 0.7	5 1.1	1 0.4	7 0.7	9 1.0	10 1.0	4 0.8	11 1.2	2 0.5	5 0.7
PACKAGED	4 0.2	*	4 0.2	2 0.3	4 0.3	*	1 0.2	1 0.2	*	3 0.3	1 0.1	4 0.4	1 0.2	3 0.3	1 0.3	1 0.1
MIX	4 0.2	*	4 0.2	2 0.3	3 0.3	1 0.2	*	*	1 0.4	2 0.2	2 0.2	2 0.2	1 0.2	3 0.3	1 0.3	1 0.1
UNSP	8 0.4	*	8 0.5	4 0.7	8 0.7	1 0.2	2 0.4	4 0.9	*	2 0.2	6 0.7	4 0.4	2 0.4	5 0.6	*	3 0.4
SUGAR (SUB-NET)	15 0.8	1 0.4	14 0.8	5 0.8	12 1.0	2 0.3	5 1.1	1 0.2	4 1.6	8 0.8	7 0.8	8 0.8	4 0.8	6 0.7	3 0.8	3 0.4
RAW OR TURBINADO	1 0.1	*	1 0.1	*	1 0.1	*	1 0.2	*	*	*	1 0.1	1 0.1	1 0.2	*	*	*
GRANULATED WHITE	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
SUPERFINE WHITE SUGAR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
BROWN SUGAR - REGULAR	3 0.2	*	3 0.2	1 0.2	2 0.2	1 0.2	*	*	3 1.2	2 0.2	1 0.1	1 0.1	1 0.2	1 0.1	*	1 0.1
BROWN SUGAR - LIQUID	13 0.7	1 0.4	12 0.7	5 0.8	11 0.9	1 0.2	4 0.9	1 0.2	3 1.2	7 0.7	6 0.7	7 0.7	3 0.6	6 0.7	3 0.8	3 0.4
UNSP.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
AEROSOL NON-STICK COOKING PRODUCTS	25 1.3	4 1.6	21 1.2	9 1.5	16 1.3	6 1.0	5 1.1	4 0.9	1 0.4	15 1.4	10 1.1	10 1.0	5 1.0	13 1.4	3 0.8	13 1.7
PIE CRUST(SUB-NET)	46 2.3	1 0.4	44 2.6	18 3.1	33 2.8	12 2.1	18 4.0	11 2.5	6 2.4	26 2.5	19 2.1	30 3.1	12 2.4	25 2.8	10 2.6	19 2.5
FROZEN	30 1.5	1 0.4	28 1.7	13 2.2	23 1.9	6 1.0	9 2.0	9 2.0	5 2.0	19 1.8	10 1.1	21 2.2	9 1.8	17 1.9	6 1.6	11 1.4
MIX	6 0.3	*	6 0.4	2 0.3	4 0.3	3 0.5	4 0.9	*	*	3 0.3	3 0.3	4 0.4	1 0.2	4 0.4	1 0.3	4 0.5
STICKS (UNREFRIGE-AGED DOUGH)	1 0.1	*	1 0.1	*	1 0.1	*	*	1 0.2	*	*	1 0.1	1 0.1	*	*	1 0.3	*
GRAHAM CRACKER CRUST/FLAVORED	4 0.2	*	4 0.2	1 0.2	2 0.2	1 0.2	4 0.9	*	*	1 0.1	3 0.3	1 0.1	*	1 0.1	2 0.5	2 0.3

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
UNSP	6	*	6	2	3	3	2	1	1	4	2	3	2	3	*	2
	0.3		0.4	0.3	0.3	0.5	0.4	0.2	0.4	0.4	0.2	0.3	0.4	0.3		0.3
CAKE MIX,BROWNIES (SUB-NET)	87	8	79	24	59	27	21	13	11	42	45	37	17	40	15	29
	4.4	3.1	4.7	4.1	4.9	4.7	4.7	2.9	4.4	4.0	5.0	3.8	3.4	4.4	3.9	3.8
REGULAR	63	8	55	16	39	19	17	12	10	28	35	26	9	28	12	19
	3.2	3.1	3.3	2.7	3.3	3.3	3.8	2.7	4.0	2.7	3.9	2.7	1.8	3.1	3.1	2.5
WITH PUDDING	29	*	29	9	23	10	6	2	2	16	13	14	9	15	5	12
	1.5		1.7	1.5	1.9	1.7	1.3	0.5	0.8	1.5	1.4	1.4	1.8	1.7	1.3	1.6
FROSTING (SUB-NET)	8	1	7	4	5	1	2	1	*	5	3	5	3	5	2	2
	0.4	0.4	0.4	0.7	0.5	0.2	0.4	0.2		0.5	0.3	0.5	0.6	0.6	0.5	0.3
MIX	2	1	1	1	1	*	*	1	*	2	*	1	*	1	1	*
	0.1	0.4	0.1	0.2	0.1			0.2		0.2		0.1		0.1	0.3	
READY TO SPREAD	6	*	6	3	5	1	2	*	*	3	3	4	3	4	1	2
	0.3		0.4	0.5	0.4	0.2	0.4			0.3	0.3	0.4	0.6	0.4	0.3	0.3
CHOCOLATE (FOR BAKING) (SUB-NET)	9	1	8	3	5	4	3	1	*	6	3	4	2	5	3	2
	0.5	0.4	0.5	0.5	0.4	0.7	0.7	0.2		0.6	0.3	0.4	0.4	0.6	0.8	0.3
REGULAR SQUARES	3	*	3	1	2	1	2	*	*	1	2	2	2	2	*	1
	0.2		0.2	0.2	0.2	0.2	0.4			0.1	0.2	0.2	0.4	0.2		0.1
PRE-MELTED	6	1	5	2	3	3	1	1	*	5	1	2	*	3	3	1
	0.3	0.4	0.3	0.3	0.3	0.5	0.2	0.2		0.5	0.1	0.2		0.3	0.8	0.1
OIL (SUB-NET)	38	3	34	9	22	13	8	8	8	22	16	15	8	17	7	18
	1.9	1.2	2.0	1.5	1.8	2.2	1.8	1.8	3.2	2.1	1.8	1.6	1.6	1.9	1.8	2.4
OLIVE	4	1	3	*	2	2	1	*	1	3	1	2	1	2	*	2
	0.2	0.4	0.2		0.2	0.3	0.2		0.4	0.3	0.1	0.2	0.2	0.2		0.3
PEANUT	2	*	2	*	1	1	*	*	1	*	2	*	*	*	1	*
	0.1		0.1		0.1	0.2			0.4		0.2				0.3	
REGULAR (VEGETABLE)	4	*	3	*	1	2	*	1	1	2	2	1	*	2	1	1
	0.2		0.2		0.1	0.3		0.2	0.4	0.2	0.2	0.1		0.2	0.3	0.1
SAFFLOWER	20	*	20	6	14	7	4	5	4	12	8	10	7	9	4	11
	1.0		1.2	1.0	1.2	1.2	0.9	1.1	1.6	1.1	0.9	1.0	1.4	1.0	1.0	1.4
CORN	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
UNSP	10 0.5	2 0.8	8 0.5	3 0.5	6 0.5	2 0.3	4 0.9	2 0.5	1 0.4	6 0.6	4 0.4	3 0.3	1 0.2	4 0.4	1 0.3	4 0.5
SHORTENING	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
FLOUR (SUB-NET)	24 1.2	3 1.2	21 1.2	12 2.0	16 1.3	1 0.2	5 1.1	4 0.9	5 2.0	13 1.2	11 1.2	8 0.8	3 0.6	13 1.4	5 1.3	8 1.0
BLEACHED	3 0.2	*	3 0.2	1 0.2	2 0.2	1 0.2	1 0.2	*	*	2 0.2	1 0.1	2 0.2	1 0.2	2 0.2	2 0.5	1 0.1
UNBLEACHED	6 0.3	1 0.4	5 0.3	3 0.5	4 0.3	*	*	2 0.5	1 0.4	5 0.5	1 0.1	2 0.2	1 0.2	4 0.4	1 0.3	2 0.3
WHOLE WHEAT & GRAHAM	4 0.2	1 0.4	3 0.2	1 0.2	2 0.2	*	1 0.2	*	1 0.4	1 0.1	3 0.3	1 0.1	*	1 0.1	1 0.3	1 0.1
UNSP	11 0.6	1 0.4	10 0.6	7 1.2	8 0.7	*	3 0.7	2 0.5	3 1.2	5 0.5	6 0.7	3 0.3	1 0.2	6 0.7	1 0.3	4 0.5
HOT CHOCOLATE MIX:	22 1.1	5 1.9	17 1.0	7 1.2	10 0.8	5 0.9	2 0.4	2 0.5	1 0.4	10 1.0	11 1.2	8 0.8	5 1.0	9 1.0	4 1.0	8 1.0
GROUND COFFEE (SUB-NET)	41 2.1	6 2.3	34 2.0	12 2.0	17 1.4	15 2.6	17 3.8	6 1.4	5 2.0	27 2.6	13 1.4	13 1.3	8 1.6	17 1.9	11 2.9	15 2.0
REGULAR	30 1.5	5 1.9	24 1.4	8 1.4	12 1.0	11 1.9	11 2.4	6 1.4	3 1.2	20 1.9	9 1.0	10 1.0	6 1.2	13 1.4	8 2.1	12 1.6
DECAFFINATED	11 0.6	1 0.4	10 0.6	4 0.7	5 0.4	4 0.7	6 1.3	*	2 0.8	7 0.7	4 0.4	3 0.3	2 0.4	4 0.4	3 0.8	3 0.4
INSTANT OR FREEZE DRIED COFFEE(SUB-NET)	269 13.7	33 12.8	232 13.7	62 10.5	145 12.1	107 18.4	65 14.5	61 13.7	30 12.1	151 14.4	114 12.6	116 12.0	63 12.7	119 13.1	61 15.9	82 10.7
REGULAR	119 6.0	15 5.8	104 6.2	24 4.1	66 5.5	52 9.0	34 7.6	33 7.4	9 3.6	66 6.3	52 5.8	51 5.3	28 5.6	48 5.3	29 7.6	34 4.5
DECAFFINATED	84 4.3	9 3.5	73 4.3	12 2.0	36 3.0	42 7.2	17 3.8	14 3.2	10 4.0	49 4.7	33 3.7	32 3.3	17 3.4	39 4.3	15 3.9	35 4.6
FLAKED	29 1.5	6 2.3	22 1.3	7 1.2	13 1.1	11 1.9	11 2.4	3 0.7	4 1.6	17 1.6	11 1.2	12 1.2	9 1.8	12 1.3	9 2.3	7 0.9
FLAVORED/ INTERNATIONAL GF	49 2.5	4 1.6	44 2.6	22 3.7	38 3.2	6 1.0	6 1.3	15 3.4	7 2.8	23 2.2	25 2.8	27 2.8	15 3.0	23 2.5	8 2.1	9 1.2

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
COFFEE BEANS	5	*	5	2	5	*	1	2	*	3	2	4	1	4	*	2
	0.3		0.3	0.3	0.4		0.2	0.5		0.3	0.2	0.4	0.2	0.4		0.3
INSTANT TEA	16	1	15	2	7	8	4	3	2	14	2	8	7	2	1	11
	0.8	0.4	0.9	0.3	0.6	1.4	0.9	0.7	0.8	1.3	0.2	0.8	1.4	0.2	0.3	1.4
ICED TEA MIX	8	*	8	3	6	3	2	1	2	2	6	3	3	7	*	4
	0.4		0.5	0.5	0.5	0.5	0.4	0.2	0.8	0.2	0.7	0.3	0.6	0.8		0.5
TEA (SUB-NET)	24	4	20	9	17	3	5	9	3	14	10	12	5	15	3	13
	1.2	1.6	1.2	1.5	1.4	0.5	1.1	2.0	1.2	1.3	1.1	1.2	1.0	1.7	0.8	1.7
BAGS - REGULAR	4	1	3	1	1	2	*	2	1	2	2	1	*	1	1	1
	0.2	0.4	0.2	0.2	0.1	0.3		0.5	0.4	0.2	0.2	0.1		0.1	0.3	0.1
BAGS - FLAVORED	8	1	7	4	6	1	3	3	1	6	2	6	3	6	2	3
	0.4	0.4	0.4	0.7	0.5	0.2	0.7	0.7	0.4	0.6	0.2	0.6	0.6	0.7	0.5	0.4
LOOSE - REGULAR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
LOOSE - FLAVORED	7	1	6	3	6	*	2	2	1	4	3	4	1	5	*	5
	0.4	0.4	0.4	0.5	0.5		0.4	0.5	0.4	0.4	0.3	0.4	0.2	0.6		0.8
UNSP	6	1	5	1	4	1	*	3	*	3	3	2	1	3	1	3
	0.3	0.4	0.3	0.2	0.3	0.2		0.7		0.3	0.3	0.2	0.2	0.3	0.3	0.4
OTHER	14	2	12	5	7	3	3	3	2	7	7	8	5	6	2	3
	0.7	0.8	0.7	0.8	0.6	0.5	0.7	0.7	0.8	0.7	0.8	0.8	1.0	0.7	0.5	0.4
SOFT DRINKS, JUICES&MIXERS(NET)	304	29	269	78	164	120	62	54	39	178	122	141	75	123	76	106
	15.5	11.3	15.9	13.2	13.7	20.7	13.8	12.2	15.7	17.0	13.5	14.6	15.1	13.6	19.8	13.9
POWDERED DRINKS (SUB-NET)	21	1	20	7	10	8	3	3	2	11	10	8	4	6	9	6
	1.1	0.4	1.2	1.2	0.8	1.4	0.7	0.7	0.8	1.0	1.1	0.8	0.8	0.7	2.3	0.8
REGULAR DRINKS	11	*	11	5	6	4	2	1	2	6	5	3	2	5	3	3
	0.6		0.7	0.8	0.5	0.7	0.4	0.2	0.8	0.6	0.6	0.3	0.4	0.6	0.8	0.4
BREAKFAST DRINKS	10	1	9	2	4	4	1	2	*	5	5	5	2	1	6	3
	0.5	0.4	0.5	0.3	0.3	0.7	0.2	0.5		0.5	0.6	0.5	0.4	0.1	1.6	0.4
JUICES(SUB-NET)	262	24	232	61	140	111	55	44	34	156	103	120	66	104	63	91
	13.3	9.3	13.7	10.3	11.7	19.1	12.2	9.9	13.7	14.9	11.4	12.4	13.3	11.5	16.4	11.9
ORANGE JUICES	23	2	20	5	10	11	4	2	4	12	11	9	5	11	7	10
	1.2	0.8	1.2	0.8	0.8	1.9	0.9	0.5	1.6	1.1	1.2	0.9	1.0	1.2	1.8	1.3

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
FROZEN ORANGE JUICE	96 4.9	9 3.5	84 5.0	18 3.1	47 3.9	43 7.4	24 5.3	21 4.7	10 4.0	55 5.2	39 4.3	41 4.2	26 5.2	31 3.4	18 4.7	29 3.7
OTHER ORANGE JUICE(NOT FROZEN)	24 1.2	1 0.4	21 1.2	2 0.3	11 0.9	16 2.8	3 0.7	2 0.5	2 0.8	14 1.3	9 1.0	11 1.1	4 0.8	9 1.0	6 1.6	8 1.0
FROZEN FRUIT JUICES	94 4.8	10 3.9	83 4.9	28 4.7	56 4.7	35 6.0	17 3.8	15 3.4	15 6.0	57 5.4	36 4.0	42 4.3	23 4.6	41 4.5	22 5.7	37 4.8
OTHER FRUIT JUICES(NOT FROZEN)	42 2.1	4 1.6	38 2.2	9 1.5	22 1.8	16 2.8	9 2.0	9 2.0	4 1.6	29 2.8	13 1.4	25 2.6	14 2.8	19 2.1	11 2.9	18 2.4
TOMATO & VEGETABLE JUICES	1 0.1	*	1 0.1	*	1 0.1	*	*	*	*	*	1 0.1	1 0.1	*	*	1 0.3	*
UNSP	3 0.2	*	3 0.2	1 0.2	3 0.3	2 0.3	1 0.2	*	*	2 0.2	1 0.1	2 0.2	1 0.2	2 0.2	*	3 0.4
CARBONATED DRINKS (SUB-NET)	15 0.8	*	15 0.9	10 1.7	12 1.0	2 0.3	1 0.2	3 0.7	2 0.8	9 0.9	6 0.7	10 1.0	5 1.0	8 0.9	3 0.8	8 1.0
DIET COLAS	6 0.3	*	6 0.4	3 0.5	4 0.3	1 0.2	*	1 0.2	*	4 0.4	2 0.2	2 0.2	*	4 0.4	2 0.5	3 0.4
OTHER DIET CARBONATED DRINKS	5 0.3	*	5 0.3	5 0.8	5 0.4	*	1 0.2	*	2 0.8	3 0.3	2 0.2	5 0.5	4 0.8	2 0.2	*	2 0.3
REGULAR COLAS	2 0.1	*	2 0.1	2 0.3	2 0.2	*	*	2 0.5	*	2 0.2	*	2 0.2	1 0.2	1 0.1	1 0.3	1 0.1
OTHER REGULAR CARBONATED DRINKS	2 0.1	*	2 0.1	*	1 0.1	1 0.2	*	*	*	*	2 0.2	1 0.1	*	1 0.1	*	2 0.3
COCKTAIL MIXERS (SUB-NET)	4 0.2	1 0.4	3 0.2	2 0.3	3 0.3	*	*	2 0.5	1 0.4	2 0.2	2 0.2	3 0.3	3 0.6	2 0.2	*	1 0.1
SOFT DRINKS(USED COCKTAIL MIXERS)	1 0.1	*	1 0.1	*	1 0.1	*	*	1 0.2	*	1 0.1	*	1 0.1	1 0.2	1 0.1	*	*
PREPARED DRINK MIXERS(WITHOUT LIQUOR)	2 0.1	1 0.4	1 0.1	1 0.2	1 0.1	*	*	*	1 0.4	*	2 0.2	1 0.1	1 0.2	1 0.1	*	1 0.1
PREPARED MIXED DRINKS(WITH LIQUOR)	1 0.1	*	1 0.1	1 0.2	1 0.1	*	*	1 0.2	*	1 0.1	*	1 0.1	1 0.2	*	*	*
UNSP	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
BOTTLED WATER (SUB-NET)	6 0.3	1 0.4	5 0.3	2 0.3	5 0.4	*	2 0.4	1 0.2	1 0.4	3 0.3	3 0.3	4 0.4	3 0.6	5 0.6	*	6 0.8
IMPORTED	4 0.2	*	4 0.2	1 0.2	4 0.3	*	1 0.2	1 0.2	*	1 0.1	3 0.3	4 0.4	3 0.6	3 0.3	*	4 0.5
DOMESTIC	1 0.1	*	1 0.1	1 0.2	1 0.1	*	*	*	1 0.4	1 0.1	*	*	*	1 0.1	*	1 0.1
UNSP	1 0.1	1 0.4	*	*	*	*	1 0.2	*	*	1 0.1	*	*	*	1 0.1	*	1 0.1
OTHER	8 0.4	3 1.2	5 0.3	2 0.3	2 0.2	1 0.2	1 0.2	3 0.7	1 0.4	5 0.5	2 0.2	4 0.4	*	3 0.3	4 1.0	*
CANDY AND SNACKS (NET)	64 3.3	6 2.3	57 3.4	26 4.4	48 4.0	6 1.0	14 3.1	13 2.9	7 2.8	27 2.6	37 4.1	39 4.0	17 3.4	27 3.0	12 3.1	25 3.3
CANDY (SUB-NET)	8 0.4	1 0.4	7 0.4	2 0.3	5 0.4	1 0.2	2 0.4	3 0.7	*	3 0.3	5 0.6	4 0.4	2 0.4	2 0.2	2 0.5	3 0.4
FUN-MINIATURE-SNACK SIZE	4 0.2	1 0.4	3 0.2	1 0.2	2 0.2	*	1 0.2	1 0.2	*	1 0.1	3 0.3	3 0.3	1 0.2	2 0.2	*	1 0.1
REGULAR SIZE	1 0.1	*	1 0.1	*	1 0.1	*	1 0.2	*	*	*	1 0.1	*	*	*	1 0.3	*
HARD ROLL CANDY - REGULAR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
HARD ROLL CANDY - SUGARLESS	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
HARD CANDY	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
UNSP	3 0.2	*	3 0.2	1 0.2	2 0.2	1 0.2	*	2 0.5	*	2 0.2	1 0.1	1 0.1	1 0.2	*	1 0.3	2 0.3
CHEWING GUM(SUB-NET)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
REGULAR	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
SUGARLESS	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	OR BETTER	20,000 OR LESS	35,000 OR MORE
CHIPS (SUB-NET)	17	2	14	6	13	1	3	6	*	6	11	10	4	9	3	7
	0.9	0.8	0.8	1.0	1.1	0.2	0.7	1.4		0.6	1.2	1.0	0.8	1.0	0.8	0.9
POTATO-BAGGED	4	1	3	3	3	*	*	3	*	2	2	3	2	3	*	1
	0.2	0.4	0.2	0.5	0.3			0.7		0.2	0.2	0.3	0.4	0.3		0.1
POTATO-CANNED	3	1	2	*	1	1	*	1	*	1	2	2	*	2	2	*
	0.2	0.4	0.1		0.1	0.2		0.2		0.1	0.2	0.2		0.2	0.5	
CORN CHHIPS	2	*	2	1	2	*	*	1	*	*	2	2	1	1	1	1
	0.1		0.1	0.2	0.2			0.2			0.2	0.2	0.2	0.1	0.3	0.1
TORTILLA CHIPS	5	*	4	*	4	*	2	1	*	2	3	2	1	2	*	4
	0.3		0.2		0.3		0.4	0.2		0.2	0.3	0.2	0.2	0.2		0.5
UNSP	3	*	3	2	3	*	1	*	*	1	2	1	*	1	*	1
	0.2		0.2	0.3	0.3		0.2			0.1	0.2	0.1		0.1		0.1
NUTS	10	*	10	2	8	2	2	2	1	7	3	8	4	3	2	4
	0.5		0.6	0.3	0.7	0.3	0.4	0.5	0.4	0.7	0.3	0.8	0.8	0.3	0.5	0.5
MEAT STICKS	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
POPCORN(SUB-NET)	7	2	5	3	5	*	1	*	3	3	4	3	1	3	1	1
	0.4	0.8	0.3	0.5	0.4		0.2		1.2	0.3	0.4	0.3	0.2	0.3	0.3	0.1
REGULAR	4	1	3	2	3	*	1	*	1	2	2	1	1	3	*	*
	0.2	0.4	0.2	0.3	0.3		0.2		0.4	0.2	0.2	0.1	0.2	0.3		
MICROWAVE READY	3	1	2	1	2	*	*	*	2	1	2	2	*	*	1	1
	0.2	0.4	0.1	0.2	0.2				0.8	0.1	0.2	0.2			0.3	0.1
NATURAL SNACK BARS GRANOLA BAR	21	*	21	10	17	2	5	4	3	8	13	16	6	11	4	10
	1.1		1.2	1.7	1.4	0.3	1.1	0.9	1.2	0.8	1.4	1.7	1.2	1.2	1.0	1.3
OTHER	5	1	4	3	4	*	1	1	*	1	4	2	1	1	1	1
	0.3	0.4	0.2	0.5	0.3		0.2	0.2		0.1	0.4	0.2	0.2	0.1	0.3	0.1
BABY FOODS NATURAL	4	*	4	4	3	*	*	1	*	*	4	2	1	4	*	2
	0.2		0.2	0.7	0.3			0.2			0.4	0.2	0.2	0.4		0.3
FROZEN (UNSP)	13	3	10	3	4	5	2	3	1	9	4	5	4	5	2	3
	0.7	1.2	0.6	0.5	0.3	0.9	0.4	0.7	0.4	0.9	0.4	0.5	0.8	0.6	0.5	0.4
OTHER DIET/HEALTH/ NATURAL PRODUCTS	105	8	94	38	78	29	25	19	10	53	51	59	29	57	18	50
	5.3	3.1	5.6	6.4	6.5	5.0	5.6	4.3	4.3	5.0	5.6	6.1	5.8	6.3	4.7	6.6
SINGLE SERVINGS (UNSP)	1	*	1	1	1	*	*	*	*	1	*	1	*	1	1	*
	0.1		0.1	0.2	0.1					0.1		0.1		0.1	0.3	

	TOTAL	MALE	FEMALE TOTAL	FEMALE 18-34	FEMALE 25-54	FEMALE 50+	AREA NORTH EAST	AREA CALI-FORNIA	AREA SOUTH EAST	HOUSEHOLD SIZE 2 OR LESS	HOUSEHOLD SIZE 3 OR MORE	FEMALE-EMP. TOTAL	FEMALE-EMP. FULL TIME/ 20,000	COL-LEGE GRAD OR BETTER	INCOME 20,000 OR LESS	INCOME 35,000 OR MORE
MICROWAVE PRODUCTS	20	2	17	11	14	2	3	8	2	10	10	12	6	13	2	5
	1.0	0.8	1.0	1.9	1.2	0.3	0.7	1.8	0.8	1.0	1.1	1.2	1.2	1.4	0.5	0.7
INSTANT/CONVENIENCE	3	1	2	*	1	1	*	1	*	*	3	1	*	*	1	1
	0.2	0.4	0.1		0.1	0.2		0.2			0.3	0.1			0.3	0.1
NON-FOOD ITEMS	35	2	32	15	27	6	11	8	3	24	11	19	14	16	7	13
	1.8	0.8	1.9	2.5	2.3	1.0	2.4	1.8	1.2	2.3	1.2	2.0	2.8	1.8	1.8	1.7
OTHER	35	7	28	8	21	9	9	13	1	16	19	16	6	19	7	17
	1.8	2.7	1.7	1.4	1.8	1.6	2.0	2.9	0.4	1.5	2.1	1.7	1.2	2.1	1.8	2.2
NONE/DK/NA	670	115	552	189	376	200	146	170	88	380	287	312	153	290	134	275
	34.1	44.7	32.7	32.0	31.4	34.5	32.5	38.3	35.5	36.2	31.8	32.3	30.8	32.0	34.9	36.0
FROZEN (NET)	585	54	521	180	363	186	141	107	78	322	258	308	172	269	110	223
	29.7	21.0	30.8	30.5	30.4	32.1	31.4	24.1	31.5	30.7	28.6	31.9	34.6	29.7	28.6	29.2
DIET HEALTH/NATURAL PRODUCTS (NET)	306	22	281	111	224	81	70	62	41	149	156	161	82	158	46	133
	15.6	8.6	16.6	18.8	18.7	14.0	15.6	14.0	16.5	14.2	17.3	16.7	16.5	17.4	12.0	17.4

83. HOW MUCH YOU AGREE OR DISAGREE WITH EACH PHRASE ABOUT NEW PRODUCTS

ARE ONLY BOUGHT WITH CENTS-OFF COUPON

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	68	8	58	12	23	35	15	15	12	55	12	25	11	26	19	20
	3.5	3.1	3.4	2.0	1.9	6.0	3.3	3.4	4.8	5.2	1.3	2.6	2.2	2.9	4.9	2.6
BASE	1899	249	1632	578	1173	545	434	429	236	995	891	941	486	880	365	743
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	147	11	134	31	80	66	41	28	18	90	57	77	36	54	34	48
	7.7	4.4	8.2	5.4	6.8	12.1	9.4	6.5	7.6	9.0	6.4	8.2	7.4	6.1	9.3	6.5
AGREE SOMEWHAT	489	37	446	163	321	143	129	96	61	230	257	258	123	211	110	166
	25.8	14.9	27.3	28.2	27.4	26.2	29.7	22.4	25.8	23.1	28.8	27.4	25.3	24.0	30.1	22.3
DISAGREE SOMEWHAT	693	99	589	229	433	181	146	166	85	347	342	343	173	328	136	264
	36.5	39.8	36.1	39.6	36.9	33.2	33.6	38.7	36.0	34.9	38.4	36.5	35.6	37.3	37.3	35.5
DISAGREE VERY MUCH	570	102	463	155	339	155	118	139	72	328	235	263	154	287	85	265
	30.0	41.0	28.4	26.8	28.9	28.4	27.2	32.4	30.5	33.0	26.4	27.9	31.7	32.6	23.3	35.7

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH PHRASE ABOUT NEW PRODUCTS

DIRECTIONS ARE NOT CLEAR

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	141	16	122	23	66	65	30	39	20	93	47	59	27	55	32	45
	7.2	6.2	7.2	3.9	5.5	11.2	6.7	8.8	8.1	8.9	5.2	6.1	5.4	6.1	8.3	5.9
BASE	1826	241	1568	567	1130	515	419	405	223	957	856	907	470	851	352	718
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	47	8	39	6	23	22	12	9	9	29	18	19	10	15	10	19
	2.6	3.3	2.5	1.1	2.0	4.3	2.9	2.2	3.9	3.0	2.1	2.1	2.1	1.8	2.8	2.6
AGREE SOMEWHAT	320	51	265	61	162	130	81	75	35	192	123	137	61	120	64	109
	17.5	21.2	16.9	10.8	14.3	25.2	19.3	18.5	15.4	20.1	14.4	15.1	13.0	14.1	18.2	15.2
DISAGREE SOMEWHAT	962	127	829	334	604	247	215	206	121	487	474	498	261	469	187	385
	52.7	52.7	52.9	58.9	53.5	48.0	51.3	50.9	53.1	50.9	55.4	54.9	55.5	55.1	53.1	53.6
DISAGREE VERY MUCH	497	55	435	166	341	116	111	115	63	249	241	253	138	247	91	205
	27.2	22.8	27.7	29.3	30.2	22.5	26.5	28.4	27.6	26.0	28.2	27.9	29.4	29.0	25.9	28.6

Q3. HOW MUCH YOU AGREE OR DISAGREE WITH EACH PHRASE ABOUT NEW PRODUCTS

ADVERTISING PROMISES TOO MUCH

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	81	9	70	15	36	38	19	19	10	61	20	36	14	32	19	28
	4.1	3.5	4.1	2.5	3.0	6.6	4.2	4.3	4.0	5.8	2.2	3.7	2.8	3.5	4.9	3.7
BASE	1886	248	1620	575	1160	542	430	425	238	989	883	930	483	874	365	735
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	566	63	498	141	331	207	151	138	74	308	254	273	131	252	113	214
	30.0	25.4	30.7	24.5	28.5	38.2	35.1	32.5	31.1	31.1	28.8	29.4	27.1	28.8	31.0	29.1
AGREE SOMEWHAT	919	133	779	309	576	219	206	194	112	470	442	448	235	433	168	352
	48.7	53.6	48.1	53.7	49.7	40.4	47.9	45.6	47.1	47.5	50.1	48.2	48.7	49.5	46.0	47.9
DISAGREE SOMEWHAT	306	42	259	98	194	89	52	74	37	162	142	156	96	143	64	134
	16.2	16.9	16.0	17.0	16.7	16.4	12.1	17.4	15.5	16.4	16.1	17.8	19.9	16.4	17.5	18.2
DISAGREE VERY MUCH	95	10	84	27	59	27	21	19	15	49	45	43	21	46	20	35
	5.0	4.0	5.2	4.7	5.1	5.0	4.9	4.5	6.3	5.0	5.1	4.6	4.3	5.3	5.5	4.8

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH PHRASE ABOUT NEW PRODUCTS

USUALLY ARE USED ONCE, BUT NOT BOUGHT AGAIN

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	81	9	70	15	34	36	17	22	11	62	18	37	15	31	21	25
	4.1	3.5	4.1	2.5	2.8	6.2	3.8	5.0	4.4	5.9	2.0	3.8	3.0	3.4	5.5	3.4
BASE	1886	248	1620	575	1162	544	432	422	237	988	885	929	482	875	363	737
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	226	20	205	52	126	99	53	52	29	121	104	114	55	84	48	84
	12.0	8.1	12.7	9.0	10.8	18.2	12.3	12.3	12.2	12.2	11.8	12.3	11.4	9.6	13.2	11.4
AGREE SOMEWHAT	891	114	767	261	555	259	201	213	106	458	427	424	224	403	171	357
	47.2	46.0	47.3	45.4	47.8	47.6	46.5	50.5	44.7	46.4	48.2	45.6	46.5	46.1	47.1	48.4
DISAGREE SOMEWHAT	683	105	572	241	428	160	163	141	88	356	323	352	188	351	126	260
	36.2	42.3	35.3	41.9	36.8	29.4	37.7	33.4	37.1	36.0	36.5	37.9	39.0	40.1	34.7	35.3
DISAGREE VERY MUCH	86	9	76	21	53	26	15	16	14	53	31	39	15	37	18	36
	4.6	3.6	4.7	3.7	4.6	4.8	3.5	3.8	5.9	5.4	3.5	4.2	3.1	4.2	5.0	4.9

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH PHRASE ABOUT NEW PRODUCTS

CAUSE ME TO TRY OTHER COMPANY PRODUCTS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1195	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	149	20	126	27	72	64	35	35	18	101	46	72	33	62	30	54
	7.6	7.8	7.5	4.6	6.0	11.0	7.8	7.9	7.3	9.6	5.1	7.5	6.6	6.8	7.9	7.1
BASE	1818	237	1564	563	1124	516	414	409	230	949	857	894	464	844	354	709
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	142	16	125	35	83	51	31	35	14	84	58	69	35	65	39	57
	7.8	6.8	8.0	6.2	7.4	9.9	7.5	8.6	6.1	8.9	6.8	7.7	7.5	7.7	11.0	8.0
AGREE SOMEWHAT	860	111	738	265	551	245	211	180	111	454	400	414	218	405	167	324
	47.3	46.8	47.2	47.1	49.0	47.5	51.0	44.0	48.3	47.8	46.7	46.3	47.0	48.0	47.2	45.7
DISAGREE SOMEWHAT	563	78	482	211	346	134	118	140	63	275	284	290	148	270	96	222
	31.0	32.9	30.8	37.5	30.8	26.0	28.5	34.2	27.4	29.0	33.1	32.4	31.9	32.0	27.1	31.3
DISAGREE VERY MUCH	253	32	219	52	144	86	54	54	42	136	115	121	63	104	52	106
	13.9	13.5	14.0	9.2	12.8	16.7	13.0	13.2	18.3	14.3	13.4	13.5	13.6	12.3	14.7	15.0

Q8. HOW MUCH YOU AGREE OR DISAGREE WITH EACH PHRASE ABOUT NEW PRODUCTS

THEY CAUSE ME TO QUESTION THE QUALITY OF OTHER COMPANY PRODUCTS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	103	10	92	16	44	53	22	26	17	78	25	49	23	37	21	36
	5.2	3.9	5.4	2.7	3.7	9.1	4.9	5.9	6.9	7.4	2.8	5.1	4.6	4.1	5.5	4.7
BASE	1864	247	1598	574	1152	527	427	418	231	972	878	917	474	869	363	727
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	430	68	356	105	240	148	90	105	42	249	179	192	89	201	89	175
	23.1	27.5	22.3	18.3	20.8	28.1	21.1	25.1	18.2	25.6	20.4	20.9	18.8	23.1	24.5	24.1
AGREE SOMEWHAT	724	96	619	241	467	179	178	150	98	343	374	354	177	361	145	276
	38.8	38.9	38.7	42.0	40.5	34.0	41.7	35.9	42.4	35.3	42.6	38.6	37.3	41.5	39.9	38.0
DISAGREE SOMEWHAT	485	56	427	168	312	132	106	111	67	250	233	251	140	218	84	184
	26.0	22.7	26.7	29.3	27.1	25.0	24.8	26.6	29.0	25.7	26.5	27.4	29.5	25.1	23.1	25.3
DISAGREE VERY MUCH	225	27	196	60	133	68	53	52	24	130	92	120	68	89	45	92
	12.1	10.9	12.3	10.5	11.5	12.9	12.4	12.4	10.4	13.4	10.5	13.1	14.3	10.2	12.4	12.7

23. HOW MUCH YOU AGREE OR DISAGREE WITH EACH PHRASE ABOUT NEW PRODUCTS

I WOULD NEVER USE THEM IN ENTERTAINING

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	936	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ANSWER	92	9	82	17	41	45	23	20	15	69	23	48	19	38	22	32
	4.7	3.5	4.9	2.9	3.4	7.8	5.1	4.5	6.5	6.6	2.5	5.0	3.8	4.2	5.7	4.2
BASE	1875	248	1608	573	1155	535	426	424	232	981	880	918	478	868	362	731
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE VERY MUCH	385	49	333	88	222	133	87	93	50	212	169	162	87	165	70	171
	20.5	19.8	20.7	15.4	19.2	24.9	20.4	21.9	21.6	21.6	19.2	17.6	18.2	19.0	19.3	23.4
AGREE SOMEWHAT	481	57	416	145	293	151	110	95	59	255	224	235	126	213	95	178
	25.7	23.0	25.9	25.3	25.4	28.2	25.8	22.4	25.4	26.0	25.5	25.6	26.4	24.5	26.2	24.4
DISAGREE SOMEWHAT	728	102	620	265	468	172	175	168	87	357	365	381	190	348	139	270
	38.8	41.1	38.6	46.2	40.5	32.1	41.1	39.6	37.5	36.4	41.5	41.5	39.7	40.1	38.4	36.9
DISAGREE VERY MUCH.	281	40	239	75	172	79	54	68	36	157	122	140	75	142	58	112
	15.0	16.1	14.9	13.1	14.9	14.8	12.7	16.0	15.5	16.0	13.9	15.3	15.7	16.4	16.0	15.3

AGE

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
18-24	92	7	85	85	*	*	21	27	7	66	25	65	20	44	42	13
	4.7	2.7	5.0	14.4			4.7	6.1	2.8	6.3	2.8	6.7	4.0	4.9	10.9	1.7
25-34	580	67	505	505	505	*	124	134	67	274	297	352	209	338	111	205
	29.5	26.1	29.9	85.6	42.2		27.6	30.2	27.0	26.1	32.9	36.4	42.1	37.3	28.9	26.9
35-49	606	86	515	*	515	*	161	131	66	190	414	333	170	297	61	299
	30.8	33.5	30.5		43.1		35.9	29.5	26.6	18.1	45.8	34.5	34.2	32.8	15.9	39.2
50-54	217	37	176	*	176	176	52	57	23	129	88	80	45	75	30	94
	11.0	14.4	10.4		14.7	30.3	11.6	12.8	9.3	12.3	9.7	8.3	9.1	8.3	7.8	12.3
55 OR OLDER	466	60	404	*	*	404	90	95	82	388	78	135	52	150	140	152
	23.7	23.3	23.9			69.7	20.0	21.4	33.1	37.0	8.6	14.0	10.5	16.6	36.5	19.9
NO ANSWER	6	*	5	*	*	*	1	*	3	3	1	1	1	2	*	*
	0.3		0.3				0.2		1.2	0.3	0.1	0.1	0.2	0.2		
MEAN	42.25	43.47	42.10	28.70	38.40	56.18	41.98	41.81	43.88	44.57	39.78	39.23	38.60	39.89	42.85	42.84

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SEX

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	936	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	257	257	*	*	*	*	62	62	38	152	98	*	*	153	42	117
	13.1	100.0					13.8	14.0	15.3	14.5	10.9			16.9	10.9	15.3
FEMALE	1690	*	1690	590	1196	580	379	380	209	892	795	956	497	744	337	637
	85.9		100.0	100.0	100.0	100.0	84.4	85.6	84.3	85.0	88.0	100.0	100.0	82.1	87.8	83.5
NO ANSWER	20	*	*	*	*	*	8	2	1	6	10	*	*	9	5	9
	1.0						1.8	0.5	0.4	0.6	1.1			1.0	1.3	1.2

[redacted]

MARITAL STATUS

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1195	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MARRIED	1515	160	1347	461	999	452	343	335	191	702	810	713	397	672	175	674
	77.0	62.3	79.7	78.1	83.5	77.9	76.4	75.5	77.0	66.9	89.7	73.8	79.9	74.2	45.6	88.3
SINGLE	216	59	148	95	103	14	61	53	22	161	45	132	50	138	94	46
	11.0	23.0	8.8	16.1	8.6	2.4	13.6	11.9	8.9	15.3	5.0	13.7	10.1	15.2	24.5	6.0
DIVORCED/SEPARATED	104	25	78	25	65	19	25	28	14	76	28	71	33	52	42	23
	5.3	9.7	4.6	4.2	5.4	3.3	5.6	6.3	5.6	7.2	3.1	7.3	6.6	5.7	10.9	3.0
WIDOWED	109	9	99	*	16	90	17	23	16	92	17	36	10	34	67	12
	5.5	3.5	5.9		1.3	15.5	3.8	5.2	6.5	8.8	1.9	3.7	2.0	3.8	17.4	1.6
OTHER	13	2	11	8	10	1	2	5	1	12	1	10	6	7	6	4
	0.7	0.8	0.7	1.4	0.8	0.2	0.4	1.1	0.4	1.1	0.1	1.0	1.2	0.8	1.6	0.5
NO ANSWER	10	2	7	1	3	4	1	*	4	7	2	4	1	3	*	4
	0.5	0.8	0.4	0.2	0.3	0.7	0.2		1.6	0.7	0.2	0.4	0.2	0.3		0.5

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POSITION IN HOUSEHOLD

	TOTAL	MALE	FEMALE TOTAL	FEMALE 18-34	FEMALE 25-54	FEMALE 50+	AREA NORTH EAST	AREA CALI-FORNIA	AREA SOUTH EAST	HOUSEHOLD SIZE 2 OR LESS	HOUSEHOLD SIZE 3 OR MORE	FEMALE-EMP. TOTAL	FEMALE-EMP. FULL TIME/ 20,000	COL-LEGE GRAD OR BETTER	INCOME 20,000 OR LESS	INCOME 35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE HEAD	251	228	16	4	10	7	63	65	40	152	97	8	3	151	41	114
	12.8	88.7	0.9	0.7	0.8	1.2	14.0	14.6	16.1	14.5	10.7	0.8	0.6	16.7	10.7	14.9
FEMALE HEAD	1606	18	1579	545	1130	544	354	350	201	846	751	895	459	701	318	607
	81.6	7.0	93.4	92.4	94.5	93.8	78.8	78.8	81.0	80.6	83.2	92.7	92.4	77.4	82.8	79.6
SON/DAUGHTER	28	3	24	19	12	3	11	6	2	4	23	16	5	12	6	10
	1.4	1.2	1.4	3.2	1.0	0.5	2.4	1.4	0.8	0.4	2.5	1.7	1.2	1.3	1.6	1.3
OTHER	74	8	64	21	42	21	19	22	4	43	30	43	28	40	17	30
	3.8	3.1	3.8	3.6	3.5	3.6	4.2	5.0	1.6	4.1	3.3	4.5	5.6	4.4	4.4	3.9
NO ANSWER	8	*	7	1	2	5	2	1	1	5	2	4	1	2	2	2
	0.4		0.4	0.2	0.2	0.9	0.4	0.2	0.4	0.5	0.2	0.4	0.2	0.2	0.5	0.3

NUMBER OF ADULTS 18+

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1	271	52	217	79	128	83	55	61	35	248	23	152	48	150	143	36
	13.8	20.2	12.8	13.4	10.7	14.3	12.2	13.7	14.1	23.6	2.5	15.7	9.7	16.6	37.2	4.7
2	1332	160	1162	473	822	378	288	312	175	795	537	642	367	614	192	551
	67.7	62.3	68.8	80.2	68.7	65.2	64.1	70.3	70.6	75.7	59.5	66.5	73.8	67.8	50.0	72.2
3	223	20	202	23	154	83	60	43	24	*	223	119	53	87	32	96
	11.3	7.8	12.0	3.9	12.9	14.3	13.4	9.7	9.7		24.7	12.3	10.7	9.6	8.3	12.6
4	96	13	81	9	68	28	30	24	8	*	96	42	21	41	9	57
	4.9	5.1	4.8	1.5	5.7	4.8	6.7	5.4	3.2		10.6	4.3	4.2	4.5	2.3	7.5
5	12	*	12	1	12	4	5	2	2	*	12	7	5	3	*	9
	0.6		0.7	0.2	1.0	0.7	1.1	0.5	0.8		1.3	0.7	1.0	0.3		1.2
6+	7	1	5	*	2	4	4	*	1	*	7	1	*	1	2	2
	0.4	0.4	0.3		0.2	0.7	0.9		0.4		0.8	0.1		0.1	0.5	0.3
NO ANSWER	26	11	11	5	10	*	7	2	3	7	5	3	3	10	6	12
	1.3	4.3	0.7	0.8	0.8		1.6	0.5	1.2	0.7	0.6	0.3	0.6	1.1	1.6	1.6
MEAN	2.09	1.97	2.10	1.94	2.16	2.10	2.16	2.08	2.04	1.76	2.46	2.07	2.13	2.03	1.74	2.26

NUMBER OF YOUNG PEOPLE OR CHILDREN - 12-17

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	394	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1	224	20	203	30	192	27	60	43	30	13	211	118	55	85	25	102
	11.4	7.8	12.0	5.1	16.1	4.7	13.4	9.7	12.1	1.2	23.4	12.2	11.1	9.4	6.5	13.4
2	113	17	91	17	87	8	29	23	8	*	113	52	21	50	11	59
	5.7	6.6	5.4	2.9	7.3	1.4	6.5	5.2	3.2		12.5	5.4	4.2	5.5	2.9	7.7
3	30	4	26	5	25	3	9	3	8	*	30	15	5	9	3	18
	1.5	1.6	1.5	0.8	2.1	0.5	2.0	0.7	3.2		3.3	1.6	1.0	1.0	0.8	2.4
4	8	1	5	1	4	1	2	4	1	*	8	2	*	3	1	4
	0.4	0.4	0.3	0.2	0.3	0.2	0.4	0.9	0.4		0.9	0.2		0.3	0.3	0.5
5	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
6+	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
NO ANSWER	1592	215	1365	537	888	541	349	371	201	1037	541	779	416	759	344	580
	80.9	83.7	80.8	91.0	74.2	93.3	77.7	83.6	81.0	98.8	59.9	80.6	83.7	83.8	89.6	76.0
MEAN	1.53	1.67	1.49	1.57	1.48	1.44	1.53	1.56	1.57	1.00	1.54	1.47	1.38	1.52	1.50	1.58

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967 100.0	257 100.0	1690 100.0	590 100.0	1196 100.0	580 100.0	449 100.0	444 100.0	248 100.0	1050 100.0	903 100.0	956 100.0	497 100.0	906 100.0	384 100.0	753 100.0
1	186 9.5	18 7.0	168 9.9	65 11.0	165 13.8	5 0.9	45 10.0	34 7.7	28 11.3	7 0.7	179 19.8	97 10.0	40 8.0	83 9.2	18 4.7	78 10.2
2	95 4.8	9 3.5	86 5.1	38 6.4	85 7.1	1 0.2	23 5.1	16 3.6	14 5.6	1 0.1	94 10.4	46 4.8	19 3.8	45 5.7	6 1.6	48 6.3
3	11 0.6	*	11 0.7	5 0.8	11 0.9	*	1 0.2	1 0.2	*	*	11 1.2	6 0.6	2 0.4	6 0.7	2 0.5	3 0.4
4	2 0.1	*	2 0.1	1 0.2	1 0.1	1 0.2	*	*	*	*	2 0.2	*	*	1 0.1	*	2 0.3
5	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
6+	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
NO ANSWER	1673 85.1	230 89.5	1423 84.2	481 81.5	934 78.1	573 98.8	380 84.6	393 88.5	206 83.1	1042 99.2	617 68.3	817 84.6	436 87.7	771 85.1	358 93.2	632 82.8
MEAN	1.42	1.33	1.43	1.47	1.42	1.57	1.36	1.35	1.33	1.13	1.43	1.39	1.38	1.44	1.38	1.46

UNDER 5

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967 100.0	257 100.0	1690 100.0	590 100.0	1196 100.0	580 100.0	449 100.0	444 100.0	248 100.0	1050 100.0	903 100.0	966 100.0	497 100.0	906 100.0	384 100.0	763 100.0
1	206 10.5	21 8.2	185 10.9	123 20.8	168 14.0	9 1.6	43 9.6	51 11.5	23 9.3	12 1.1	194 21.5	90 9.3	50 10.1	117 12.9	28 7.3	96 12.6
2	64 3.3	6 2.3	58 3.4	51 8.6	56 4.7	*	16 3.6	10 2.3	8 3.2	2 0.2	62 6.9	19 2.0	6 1.2	37 4.1	10 2.6	23 3.0
3	12 0.6	2 0.8	10 0.6	8 1.4	9 0.8	1 0.2	4 0.9	*	*	*	12 1.3	2 0.2	1 0.2	4 0.4	2 0.5	4 0.5
4	2 0.1	*	2 0.1	*	2 0.2	1 0.2	*	*	*	*	2 0.2	1 0.1	*	1 0.1	*	2 0.3
5	1 0.1	1 0.4	*	*	*	*	*	*	*	*	1 0.1	*	*	*	*	1 0.1
6+	2 0.1	*	2 0.1	1 0.2	2 0.2	*	*	1 0.2	*	*	2 0.2	*	*	*	*	1 0.1
NO ANSWER	1680 85.4	227 88.3	1433 84.8	407 69.0	959 80.2	569 98.1	386 86.0	382 86.0	217 87.5	1036 98.7	630 69.8	854 88.4	440 88.5	747 82.5	344 89.6	636 83.4
MEAN	1.33	1.47	1.32	1.36	1.33	1.45	1.38	1.15	1.26	1.14	1.34	1.23	1.14	1.30	1.35	1.31

SUMMARY-SIZE OF HOUSEHOLD

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	956	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1	224	44	178	68	96	73	43	49	30	224	*	121	37	127	120	29
	11.4	17.1	10.5	11.5	8.0	12.6	9.6	11.0	12.1	21.3		12.5	7.4	14.0	31.3	3.8
2	826	108	714	233	394	364	173	211	109	826	*	418	259	365	157	320
	42.0	42.0	42.2	39.5	32.9	62.8	38.5	47.5	44.0	78.7		43.3	52.1	40.3	40.9	41.9
3	343	43	298	122	234	89	83	80	41	*	343	175	88	161	57	129
	17.4	16.7	17.6	20.7	19.6	15.3	18.5	18.0	16.5		38.0	18.1	17.7	17.8	14.8	16.9
4	337	34	300	116	282	30	88	64	39	*	337	155	78	160	25	160
	17.1	13.2	17.8	19.7	23.6	5.2	19.6	14.4	15.7		37.3	16.0	15.7	17.7	6.5	21.0
5	148	13	135	38	131	12	39	30	15	*	148	69	27	62	14	82
	7.5	5.1	8.0	6.4	11.0	2.1	8.7	6.8	6.0		16.4	7.1	5.4	6.8	3.6	10.7
6+	75	8	62	12	57	12	20	10	12	*	75	27	7	25	7	40
	3.8	3.1	3.7	2.0	4.8	2.1	4.5	2.3	4.8		8.3	2.8	1.4	2.8	1.8	5.2
NO ANSWER	14	7	3	1	2	*	3	*	2	*	*	1	1	6	4	3
	0.7	2.7	0.2	0.2	0.2		0.7		0.8			0.1	0.2	0.7	1.0	0.4
MEAN	2.56	2.36	2.59	2.64	2.82	2.15	2.66	2.52	2.45	1.79	3.45	2.54	2.55	2.54	2.04	2.77

STATE (REGION)

			FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-	INCOME	
	TOTAL	MALE	TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	LEGE GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENT	1967 100.0	257 100.0	1690 100.0	590 100.0	1196 100.0	580 100.0	449 100.0	444 100.0	248 100.0	1050 100.0	903 100.0	966 100.0	497 100.0	906 100.0	384 100.0	763 100.0
NEW ENGLAND	129 6.6	18 7.0	107 6.3	39 6.6	82 6.9	22 3.8	129 28.7	*	*	55 5.2	73 8.1	73 7.6	33 6.6	80 8.8	31 8.1	51 6.7
MID-ATLANTIC	320 16.3	44 17.1	272 16.1	87 14.7	204 17.1	93 16.0	320 71.3	*	*	161 15.3	157 17.4	156 16.1	83 16.7	154 17.0	60 15.6	114 14.9
EASTERN CENTRAL	315 16.0	30 11.7	280 16.6	86 14.6	195 16.3	106 18.3	*	*	*	159 15.1	151 16.7	165 17.1	84 16.9	138 15.2	65 16.9	128 16.8
WESTERN CENTRAL	131 6.7	22 8.6	108 6.4	35 5.9	69 5.8	45 7.8	*	*	*	74 7.0	56 6.2	58 6.0	26 5.2	55 6.1	34 8.9	48 6.3
SOUTH EAST	248 12.6	38 14.8	209 12.4	67 11.4	131 11.0	88 15.2	*	*	248 100.0	139 13.2	107 11.8	102 10.6	56 11.3	118 13.0	40 10.4	110 14.4
SOUTH CENTRAL	43 2.2	2 0.8	39 2.3	13 2.2	22 1.8	15 2.6	*	*	*	20 1.9	23 2.5	16 1.7	7 1.4	21 2.3	11 2.9	15 2.0
SOUTH WEST	152 7.7	21 8.2	131 7.8	52 8.8	93 7.8	39 6.7	*	*	*	92 8.8	57 6.3	68 7.0	38 7.6	69 7.6	28 7.3	63 8.3
MOUNTAIN	106 5.4	10 3.9	95 5.6	47 8.0	82 6.9	20 3.4	*	*	*	47 4.5	59 6.5	59 6.1	27 5.4	52 5.7	16 4.2	39 5.1
PACIFIC	520 26.4	70 27.2	448 26.5	164 27.8	317 26.5	151 26.0	*	444 100.0	*	302 28.8	218 24.1	268 27.7	142 28.6	219 24.2	99 25.8	194 25.4

EMPLOYED

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES, FULL-TIME	899	205	685	334	551	133	218	226	104	565	328	685	497	481	178	332
	45.7	79.8	40.5	56.6	46.1	22.9	48.6	50.9	41.9	53.8	36.3	70.9	100.0	53.1	46.4	43.5
YES, PART-TIME	299	12	281	83	214	82	71	71	30	106	193	281	*	136	55	117
	15.2	4.7	16.6	14.1	17.9	14.1	15.8	16.0	12.1	10.1	21.4	29.1		15.0	14.3	15.3
NO	754	36	714	172	427	360	158	144	111	370	378	*	*	285	150	309
	38.3	14.0	42.2	29.2	35.7	62.1	35.2	32.4	44.8	35.2	41.9			31.5	39.1	40.5
NO ANSWER	15	4	10	1	4	5	2	3	3	9	4	*	*	4	1	5
	0.8	1.6	0.6	0.2	0.3	0.9	0.4	0.7	1.2	0.9	0.4			0.4	0.3	0.7

OCCUPATION

AMONG THOSE EMPLOYED

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1198	217	966	417	765	215	289	297	134	671	521	966	497	617	233	449
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PROFESSIONAL, TECHNICAL & KINDRED WORKERS	417	70	342	182	291	41	118	89	42	239	176	342	194	355	70	165
	34.8	32.3	35.4	43.6	38.0	19.1	40.8	30.0	31.3	35.6	33.8	35.4	39.0	57.5	30.0	36.7
MANAGERS, OFFICIALS & PROPRIETORS (EXCEPT FARM)	217	61	151	67	123	30	49	55	26	116	100	151	101	98	31	109
	18.1	28.1	15.6	16.1	16.1	14.0	17.0	18.5	19.4	17.3	19.2	15.6	20.3	15.9	13.3	24.3
CLERICAL & KINDRED WORKERS	310	14	291	109	220	80	61	92	35	174	134	291	133	76	71	98
	25.9	6.5	30.1	26.1	28.8	37.2	21.1	31.0	26.1	25.9	25.7	30.1	26.8	12.3	30.5	21.8
SALES WORKERS	108	27	81	26	60	29	25	29	12	60	48	81	34	40	21	43
	9.0	12.4	8.4	6.2	7.8	13.5	8.7	9.8	9.0	8.9	9.2	8.4	6.8	6.5	9.0	9.6
CRAFTSMAN, FOREMAN, & KINDRED WORKERS	14	9	5	*	4	2	5	4	*	9	5	5	2	2	*	3
	1.2	4.1	0.5		0.5	0.9	1.7	1.3		1.3	1.0	0.5	0.4	0.3		0.7
OPERATIVES & KINDRED WORKERS	6	2	4	*	1	3	2	*	1	3	3	4	2	*	2	1
	0.5	0.9	0.4		0.1	1.4	0.7		0.7	0.4	0.6	0.4	0.4		0.9	0.2
LABORERS	2	1	1	*	1	1	1	*	1	1	1	1	1	*	*	1
	0.2	0.5	0.1		0.1	0.5	0.3		0.7	0.1	0.2	0.1	0.2			0.2
SERVICE WORKERS	81	20	61	25	43	15	22	21	7	44	37	61	17	23	32	12
	6.8	9.2	6.3	6.0	5.6	7.0	7.6	7.1	5.2	6.6	7.1	6.3	3.4	3.7	13.7	2.7
FARMERS & FARM MANAGERS	4	2	2	*	1	2	*	*	2	2	2	2	1	2	1	3
	0.3	0.9	0.2		0.1	0.9			1.5	0.3	0.4	0.2	0.2	0.3	0.4	0.7
MISCELLANEOUS GROUPS	8	7	1	1	1	*	1	*	3	4	4	1	1	7	1	4
	0.7	3.2	0.1	0.2	0.1		0.3		2.2	0.6	0.8	0.1	0.2	1.1	0.4	0.9
NO ANSWER	31	4	27	7	20	12	5	7	5	19	11	27	11	14	4	10
	2.6	1.8	2.8	1.7	2.5	5.6	1.7	2.4	3.7	2.8	2.1	2.8	2.2	2.3	1.7	2.2

EDUCATION

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE GRAD OR BETTER	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000		20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
POST GRADUATE WORK	428	88	337	150	265	78	108	93	54	244	182	239	161	428	58	210
	21.8	34.2	19.9	25.4	22.2	13.4	24.1	20.9	21.8	23.2	20.2	24.7	32.4	47.2	15.1	27.5
COLLEGE GRADUATE	478	65	407	183	318	93	126	101	64	248	226	232	106	478	84	209
	24.3	25.3	24.1	31.0	26.6	16.0	28.1	22.7	25.8	23.6	25.0	24.0	21.3	52.8	21.9	27.4
COLLEGE INCOMPLETE	557	56	499	164	339	191	90	154	72	295	262	272	141	*	99	204
	28.3	21.8	29.5	27.8	28.3	32.9	20.0	34.7	29.0	28.1	29.0	28.2	28.4		25.8	26.7
HIGH SCHOOL GRADUATE	440	37	397	87	255	189	111	80	51	227	208	203	83	*	116	127
	22.4	14.4	23.5	14.7	21.3	32.6	24.7	18.0	20.6	21.6	23.0	21.0	16.7		30.2	16.6
NOT A HIGH SCHOOL GRADUATE	43	5	36	3	11	24	12	10	4	23	19	12	3	*	25	7
	2.2	1.9	2.1	0.5	0.9	4.1	2.7	2.3	1.6	2.2	2.1	1.2	0.6		6.5	0.9
NO ANSWER	21	6	14	3	8	5	2	6	3	13	6	8	3	*	2	6
	1.1	2.3	0.8	0.5	0.7	0.9	0.4	1.4	1.2	1.2	0.7	0.8	0.6		0.5	0.8

ANNUAL HOUSEHOLD INCOME

	TOTAL	MALE	FEMALE				AREA			HOUSEHOLD SIZE		FEMALE-EMP.		COL-LEGE	INCOME	
			TOTAL	18-34	25-54	50+	NORTH EAST	CALI-FORNIA	SOUTH EAST	2 OR LESS	3 OR MORE	TOTAL	FULL TIME/ 20,000	GRAD OR BETTER	20,000 OR LESS	35,000 OR MORE
TOTAL RESPONDENTS	1967	257	1690	590	1196	580	449	444	248	1050	903	966	497	906	384	763
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
$50,000 OR MORE	388	54	332	94	270	107	80	79	54	162	224	140	88	215	*	388
	19.7	21.0	19.6	15.9	22.6	18.4	17.8	17.8	21.8	15.4	24.8	14.5	17.7	23.7		50.9
$35,000-$49,999	375	63	305	96	233	94	85	81	56	187	187	200	144	204	*	375
	19.1	24.5	18.0	16.3	19.5	16.2	18.9	18.2	22.6	17.8	20.7	20.7	29.0	22.5		49.1
$25,000-$34,999	421	63	356	142	280	97	84	120	60	211	208	224	153	181	*	*
	21.4	24.5	21.1	24.1	23.4	16.7	18.7	27.0	24.2	20.1	23.0	23.2	30.8	20.0		
$20,000-$24,999	275	28	245	97	182	77	80	56	26	141	132	146	112	127	*	*
	14.0	10.9	14.5	16.4	15.2	13.3	17.8	12.6	10.5	13.4	14.6	15.1	22.5	14.0		
$15,000-$19,999	201	27	173	77	103	64	46	43	26	134	66	111	*	82	201	*
	10.2	10.5	10.2	13.1	8.6	11.0	10.2	9.7	10.5	12.8	7.3	11.5		9.1	52.3	
UNDER $15,000	183	15	164	55	64	88	45	43	14	143	37	89	*	60	193	*
	9.3	5.8	9.7	9.3	5.4	15.2	10.0	9.7	5.6	13.6	4.1	9.2		6.6	47.7	
NO ANSWER	124	7	115	29	64	53	29	22	12	72	49	56	*	37	*	*
	6.3	2.7	6.8	4.9	5.4	9.1	6.5	5.0	4.8	6.9	5.4	5.8		4.1		